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ABSTRACT

The annotated resource guide contains five sections. The first cites approximately 80 items, mostly sets of filmstrips, for the elementary level. Section 2 cites approximately 140 filmstrips, cassettes, pamphlets, books, kits, and similar materials for the secondary level. Section 3 lists 42 career education films available from the Montgomery County [Maryland] Public Schools film library. Section 4 lists approximately 85 miscellaneous books, monographs, and pamphlets available on loan from the Educational Materials Laboratory of the Montgomery County Public Schools Department of Educational Media and Technology. The last section provides two addresses from which career education materials published by the Federal Government may be obtained. Each listing in the first three sections provides the publisher, vender catalogue number, grade level, price, and type of material along with the annotation. (JR)

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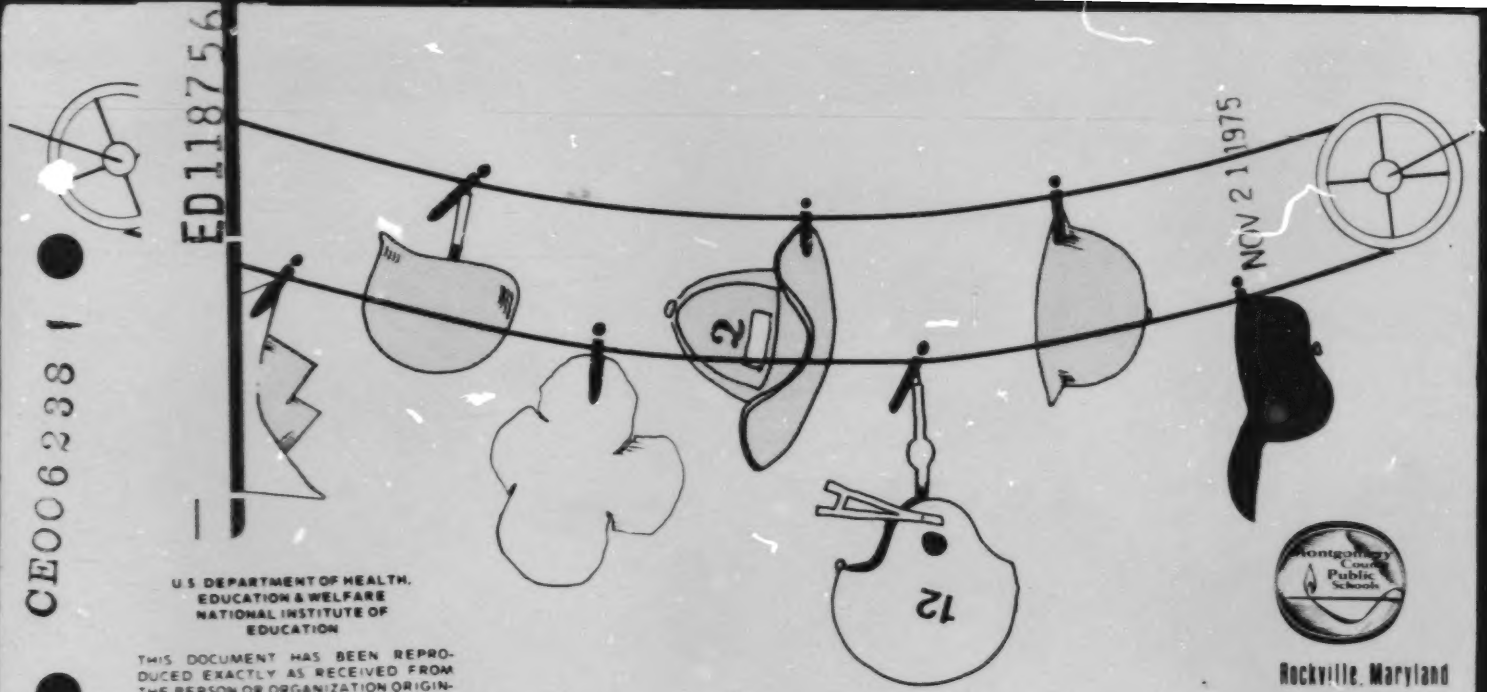

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Montgomery County Public Schools
Rockville, Maryland

DEPARTMENT OF EDUCATIONAL MEDIA AND TECHNOLOGY

WINTER 1975

CAREER EDUCATION

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AN ANNOTATED INSTRUCTIONAL MATERIALS BIBLIOGRAPHY K–12

EVALUATION AND SELECTION

CAREER EDUCATION

An Annotated Instructional Materials List K-12

Division of Evaluation and Selection
Department of Educational Media and Technology
Montgomery County Public Schools
Rockville, Maryland

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FOREWORD

This bibliography represents a basic list of instructional materials available for the support of career education programs. The materials included have been reviewed and recommended by the Division of Career and Vocational Education. Bibliographic information and annotations are as complete as possible; however, the prices cited should be used only as a rough guide because the prices of many of the materials may have changed recently.

The format of this bibliography is one that may be added to, and supplements to this guide are being planned.

ELEMENTARY INSTRUCTIONAL MATERIALS . . . .

Title: ADVENTURES IN THE WORLD OF WORK

Grade Level: 2-6

Author:

Price: $72.95/records
$79.95/cassettes

Publisher: Random House

Vendor Catalog No.: 12652-1
12651-3

Type: 6 Filmstrips w/records
6 Filmstrips w/cassettes

Title Includes: Who Puts the Light In The Bulb?
Who Puts the Print in the Book?
Who Puts the Ice In The Cream?
Who Puts the Blue In The Jeans?
Who Puts the Room In The House?
Who Puts the Grooves In The Record?

An excellent series showing how a variety of products are made and the kinds of workers involved. Every school should have this series.

Title: ALL ABOARD! LET'S GO!

Grade Level: 1-3

Author:

Price: $46.00

Publisher: Troll

Vendor Catalog No.: 601151

Type: 10 cassettes

Children visit a farm, dairy, airport, weather station, space center, television station, computer center, steel mill, skyscraper and a museum.

Title: BASIC CONCEPTS IN ECONOMICS

Author:

Publisher: BFA 1973 **Vendor Catalog No.:** VP8000 VP9000

Grade Level: 4-6

Price: $78.00 records
$90.00 cassettes

Type: 6 Sound Filmstrips/records
6 Sound Filmstrips/cassettes

Titles Include: Producers and Consumers: Why Do People Work?
Factors of Production: What Do We Need To Get Work Done?
Specialization: How Do We Organize To Get Things Done?
Economic Interdependence: Can We Live By Ourselves?
Saving and Lending: Banks - What Do Banks Do With Our Money?
Our Market Economy: Who Tells People What To Make And Do?

Each filmstrip focuses on situations or problems that are meaningful and related to student life. An inquiry approach is used to raise questions, answer some, suggest how to find more answers. The main emphasis is on economic decision-making-values and choices but problem solving behavior is also a major thrust. An excellent basic economics program, for intermediate grades.

Title: CAN YOU FIX IT? Grade Level: 4-6

Author: Price: $9.00

Publisher: Media Materials Vendor Catalog No.: 1109 Type: Cassette, Worksheet

Provides insights into job requirements, activities, and opportunities in the field of mechanics. Children could make a similar tape.

Title: CAREER AWARENESS Grade Level: 2-6

Author: Price: $44.00 records
$48.00 cassettes

Publisher: Miller-Brody Vendor Catalog No.: FF FSR 430
FF FSC 430 Type: 4 Filmstrips/records
4 Filmstrips/cassettes

This series makes children aware of the great diversity of the world of work and the need for many talents. Proceeds from the school to hospitals, construction and airports. Teacher's guide suggests career projects that can be integrated into the existing curriculum.

Title: CAREER AWARENESS

Grade Level: 4-6

Author:

Price: $53.50/ records
$59.50 cassettes

Publisher: Westinghouse Learning Vendor Catalog No.: 43-C111
43-I111 records

Type: 3 Filmstrips w/records
3 Filmstrips w/cassettes

Titles Include: Why Work? How Work Becomes a Career?
Thinking About and Planning a Career.

Series intended to help children begin to understand the nature of work and the kinds of work for which they are suited. Emphasizes the importance of career planning.

Title: CAREER AWARENESS PROGRAM

Grade Level: 5-up

Author:

Price: $39.50

Publisher: King Features Vendor Catalog No.:

Type: 75 comics (Popeye covering 15 clusters, involvement poster, bingo game, display rack, teaching guide.

A unique approach to careers which some will enjoy. Comic books create interest, but it would be best to supplement with real pictures. Comic book format explains career possibilities in the 15 career clusters. Given are basic facts about each career field, the range of jobs within each field and training and educational requirements.

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Title: CAREER AWARENESS SERIES K-3 **Grade Level:** K-3

Author: **Price:** $48.00 records
$52.00 cassettes

Publisher: Educational Activities **Vendor Catalog No.:** FSR 430 rec.
FSC 430 c. **Type:** 4 Filmstrips w/records
4 Filmstrips w/cassettes

These filmstrips would be useful for young children, but are not necessary for developing concepts presented. Study guide with each title. The usual male-female roles.

Title: CAREER DISCOVERIES **Grade Level:** 4-6

Author: **Price:** $45.00 ea.
4 Filmstrips

Publisher: Guidance Associates **Vendor Catalog No.:** **Type:** 4 Cassettes per title.

Titles include:
People Who Create Art #9B-301-851
People Who Help Others #9B-301-595
People Who Influence Others #9B-301-877
People Who Make Things #9B-301-794
People Who Organize Facts #9B-301-836
People Who Work In Science #9B-301-596

An excellent series to introduce a variety of workers and show their interrelatedness.

Title: CAREER EDUCATION PROGRAM Volume I K-6 Grade Level: K-6

Author: Price: $15.00

Publisher: Houghton-Mifflin Vendor Catalog No.: 9-60000 Type: Prof. Loose Leaf Notebook

A continuing grade-to-grade sequence of lessons and activities which develop career concepts at all grade levels. A good resource for an entire school program.

Title: CAREER EDUCATION RESOURCE GUIDE Grade Level: Prof.

Author: (Silver Burdette) Price: $4.95

Publisher: General Learning Vendor Catalog No.: Type: book

An excellent professional resource with practical classroom ideas for kindergarten through junior high school.

Title: CAREER KALEIDOSCOPE **Grade Level:** 2-5

Author: **Price:** $65.00

Publisher: Miller-Brody **Vendor Catalog No.:** XX106/10 **Type:** 5 Filmstrips/Cassettes

TITLES INCLUDE: All Around The Shopping Mall - Retailing
Check In, Check Up - Hospital
In TV, You Could Be - Television
One For All At City Hall - City Government
Up, Up and Away - Airport

Children are familiarized with the jobs people do in various areas of specialization.

Title: CAREER PICTURES **Grade Level:** 1-6

Author: **Price:** $2.49 per set

Publisher: Xerox **Vendor Catalog No.:** 777-793 **Type:** Prints

Large (14½" x 17") photo of workers on the job. Each kit explores one of the fifteen job categories. Workers depicted represent a wide range of ages, ethnic groups and both sexes. Jobs range from entry level positions to highly skilled technical and professional careers. Each kit has ten pictures plus suggestions for follow-up activities.

Sets include:

Business and Office	#777			
Marketing and Distribution	#778	Communication and Media	#779	
Construction	#780	Manufacturing	#781	
Transportation	#782	Agri-Business	#783	
Marine Science	#784	Environmental Control	#785	
Public Services	#786	Health	#787	
Hospitality & Recreation	#788	Personal Service	#789	
Fine Arts & Humanities	#790	Consumer & Homemaking	#791	
Composite Pictures from Above	#792	All 15 Sets	#793	$29.95

Title: CAREERS

Grade Level: 5-up

Author:

Price: $3.99

Publisher: Parker Brothers

Vendor Catalog No.:

Type: Game

- Children will enjoy this game which will raise their interest and awareness of careers.

Title: CITY PROBLEMS AND ALTERNATIVES

Grade Level: 2-6

Author:

Price: $78.00 records
$90.00 cassettes

Publisher: Baily Film 1972

Vendor Catalog No.: VN5000
VN6000

Type: 6 Filmstrips w/records
6 Filmstrips w/cassettes

- Titles Include: Transportation in the City
  The Inner City: Isolation and Unemployment
  Pollution, Part I: The City's Air
  Pollution, Part II: Water and Garbage
  Planning our Cities
  A New Town

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Title: COMMUNICATIONS SET

Grade Level: K-3
$57.50

Author:

Price: $ 7.75 ea.

Publisher: McGraw-Hill 1968-69 Vendor Catalog No.: 641261-X Type: 8 Captioned Filmstrips

Emphasizes communication of news and ideas. Captionless sequences stimulate students to study visuals and compare and contrast ideas.
TITLES INCLUDE: Communicating Ideas
The Newspaper
Television
Radio
Motion Pictures
The Telephone
Books; Communicating Without Words

Title: COMMUNITY ADVENTURES

Grade Level: 1-3

Author:

Price: $58.25 a set

Publisher: Eyegate 1974 Vendor Catalog No.: TF 256 Type: 6 Filmstrips, 3 cassettes

Each of these six stories depicts, through on-location photography, a real life city adventure. The adults in these filmstrips are positive images with whom children can identify. They include the policeman, the fireman, the teacher, the butcher, the doctor, the director of recreation, the crossing guard, and the parent. All are workers with whom children come in contact in the "adventures." Good for grades 1 & 2 Social Studies Program. Titles Include: The Case of the Missing Dog; A Trip to the Clinic; Fire on 22nd. Street Surprise! Surprise!; Wind-Up in the Park; Farewell Party at School

Title: COMMUNITY HELPERS

Grade Level: K-3

Author:

Price: $1.95 set

Publisher: Educational Reading 1972

Vendor Catalog No.:

Type: 12 Teaching Pictures

The usual helpers but inexpensive. A good motivation to collect more.

Title: COMMUNITY HELPERS

Grade Level:

Author:

Price: $45.00 records
$48.00 cassettes

Publisher: Teaching Resources Films

Vendor Catalog No.: 710140 rec. 710141 cas.

Type: 6 Filmstrips w/ 3 records
6 Filmstrips w/ 1 cassette

Introduction to activities and services of a community. Presents people who work with mail, money, weather and in transportation, communication and offices.

Title: COMMUNITY HELPERS

Grade Level: K-3; 4-6;

Author:

Price: See titles below

Publisher: SVE

Vendor Catalog No.:

Type: 8 color prints each title

TITLES INCLUDE:			
Dairy Helpers	#SP-122	$ 8.00	K-3
Fire Department Helpers	#SP-120	$12.00	4-6
Police Department Helpers	#SP-119	$ 8.00	K-3
Postal Helpers	#SP-121	$ 8.00	K-3
Supermarket Helpers	#SP-123	$ 8.00	K-3

A variety of related workers within the different categories. Good photographs.

Title: COMMUNITY HELPERS

Grade Level:

Author:

Price: $1.95 set

Publisher: Standard Publishing Co. Cincinnati

Vendor Catalog No.: 2320

Type: 12 Pictures 8½" x 11"

The community helpers are shown in drawings. Depicts occupational dress and surroundings.

Title: COMMUNITY HELPERS SET I
PROFESSIONAL WOMEN SET II

Grade Level:

Author: Feminist Resources For Equal Education

Price: $2.50 ea.

Publisher: Vendor Catalog No.:

Type: Pictures

Both sets show women in a variety of work roles.

Title: COMMUNITY SERIES

Grade Level: 3-6

Author:

Price: $49.50

Publisher: McGraw-Hill 1969 Vendor Catalog No.:

Type: 7 Filmstrips

To most youngsters, a community is "where I live". This series can help children widen their concepts and deepen their understanding of what a community really is. The different types. . .how they function. . .the services they provide. Many sequences in the series are without captions. These uncaptioned frames are excellent for initiating student comment and discussion while the filmstrips are being used.

Title: COMMUNITY SERIES: AGRICULTURE & INDUSTRY SET

Grade Level: 2-6

Price: $57.50 set
$ 7.75 ea.

Author:

Publisher: McGraw-Hill 1969 Vendor Catalog No.: 641290-3 Type: 8 Captioned Filmstrips

Titles Include: Modern Agriculture
Vegetables and Fruits
Dairy and Beef Cattle
Cotton and Wool Fibers
Manufacturing Trucks
Modern Industry
Manufacturing Clothing
Building Houses

Emphasizes production and distribution of goods and community services. Captionless sequences stimulate students to study visuals and compare and contrast ideas.

Title: COMMUNITY WORKERS AND HELPERS

Grade Level: K-3

Price: $32.50 records
$36.50 cassettes

Author:

Publisher: SVE Vendor Catalog No.: JF210-SAR rec. JF210-SATC Type: 4 Filmstrips-records
4 Filmstrips-cassettes

Portraying people in true-life situations. Introduction to many types of unusual kinds of work. Shows interrelationship between workers.

Group I: School Workers, Library Workers, Supermarket Workers.

Title: CREATIVE FOOD EXPERIENCES FOR CHILDREN **Grade Level:** Professional

Author: Goodwin, Mary T. & Pollen, Gerry **Price:** $2.00 (school people)

Publisher: Center for Science in the Public Interest / 1974 **Vendor Catalog No.:** **Type:** Book

Useful for any food-related experiences with children. A resource book for teachers. Includes recipes, resources, related food activities, celebrations. Encourages nutrious eating habits. One of the best professional references available.

Title: THE DAIRY FARM AND THE DAIRY **Grade Level:** K-3

Author: **Price:** $52.00

Publisher: Bailey Film 1969 **Vendor Catalog No.:** V78000 **Type:** 4 Filmstrips/Records

The dairy farm owner today is a combination farmer and businessman, but every member of the farm family still helps with the work from the youngest up. The modern 214 acre dairy farm of a Wisconsin family is the setting for this introduction to how dairy products are produced. Crops are an important part of the dairy farm, but everything revolves around the herd of 40 dairy cows. The two final strips show how the milk is processed at the cooperatives into cheese, butter, dry milk, etc., for a comprehensive look at modern dairy farming.

TITLES INCLUDES: Raising Cows On The Farm
Growing Things On the Farm
Milk and Butter At The Dairy
Making Cheese At The Dairy

Title: DUSO 1 & 2 KITS- Self and Others) (Developing Understanding of

Grade Level: K-3; 3-4

Author:

Price: $95.00 $98.00

Publisher: American Guidance Service **Vendor Catalog No.:**

Type: Kit

DUSO-1: Useful for developing self-awareness and improving communication skills.
21 records #C-280; 5 Cassettes #C-281;

DUSO-2: Develops self-awareness and skills for making choices. Materials included specifically for career awareness.
17 records #C-287; 5 Cassettes #C-288;

(Both kits are excellent materials. Preview before ordering.)

A year-long program of activities to stimulate social and emotional development. Contents include: Manual; cassettes or records; group discussion cards; storybooks; posters and easel; puppets and props; playing cards.

Title: EARLY CAREER BOOKS **Grade Level:** 2-6

Author: **Price:** $47.40 set / $ 3.95 ea.

Publisher: Lerner **Vendor Catalog No.:** **Type:** 12 Volumes

TITLES INCLUDE:

- Careers At A Telephone Company
- Careers In A Bank
- Careers In Baseball
- Careers In Computers
- Careers In A Department Store
- Careers In Football
- Careers In Hockey
- Careers In Medical Center
- Careers In Printing
- Careers With A Police Department
- Careers In A Television Station
- Careers With An Airline

This new series is designed to acquaint the primary age child with the world of occupations. Each book examines various jobs within a field explaining why each is important and emphasizing jobs not requiring college degrees. The information text is accompanied by full-color photographs which show actual work situations. An excellent easy to read series.

Title: EARLY CAREER STUDY PRINTS **Grade Level:**

Author: **Price:** $119.40 (12 Sets)

Publisher: Lerner **Vendor Catalog No.:** **Type:** 12 Sets

Study prints are coordinated with the early career books but may be used independently. The full color 14x11 inch prints (printed on heavy stock with rounded corners and pin holes) show actual job situations. The reverse side includes material for vocabulary exercises and discussion questions. Each set has an accompanying teacher's guide with suggested classroom project.

Title: ECONOMICS IN THE HOME, SCHOOL AND COMMUNITY PROGRAM **Grade Level:** 2-4

Author: **Price:** $250.00 records
$325.00 cassettes

Publisher: AIMS **Vendor Catalog No.:** F200 records
F302 cas. **Type:** Filmstrips/Records
Filmstrips/Cassettes

TITLES INCLUDE:
- Distribution of Goods
- Division of Labor
- Interdependence
- Money and Barter
- Supply and Demand

Each kit presents a separate economic concept that will assist students in better understanding the role of economics in their home, school and community.

Title: EXPLORING CAREERS - GROUP 1 **Grade Level:** 3-9

Author: **Price:** $54.00 Records / $60.00 Cassettes

Publisher: SVE **Vendor Catalog No.:** 610-SAR Records / 610-SATC **Type:** 6 Filmstrips/3 Records / 6 Filmstrips/3 Cassettes

TITLES INCLUDE:
- The Telephone Installer
- The Broadcast Technician
- The Newspaper Reporter
- The Automotive Mechanic
- The Airline Cabin Attendant
- The Long Haul Truck Driver

This series is designed to provide the student with the facts by which he may evaluate her or his own chance of satisfaction and success in specific job situations. Each occupation is presented within its industry setting and presents the contribution the work makes to society.

Title: FOCUS ON SELF-DEVELOPMENT: STAGE ONE, STAGE TWO **Grade Level:** K-4

Author: STAGE ONE: AWARENESS; STAGE TWO: RESPONDING **Price:**

Publisher: SRA **Vendor Catalog No.:** **Type:** Kit

Stage One: Awareness	#5-3500 I-Records	$119.00
Stage One: Awareness	#5-3580 I-Cassettes	$133.00
Stage Two: Responding	#5-3600 II-Records	$133.00
Stage Two: Responding	#5-3660 II-Cassettes	$149.00

Units emphasize the child's understanding of self, others and their environment. A variety of approaches stimulate thought and discussion.

Title: FOREST AND FOREST PRODUCTS **Grade Level:** 4-6

Author: **Price:** $40.00

5 Captioned Filmstrips

Publisher: Bailey Film 1966 **Vendor Catalog No.:** 328000 **Type:** Series

TITLES INCLUDE:
Redwood Lumber Industry: The Lumber Mill
Redwood Lumber Industry: The Planing Mill
Plywood Industry
Paper Industry: Trees In The Forest
Paper Industry: The Paper Mill

Today, trees are grown on tree farms. This series examines the Pacific Coast lumber industry from the planting of trees to the end products of finished lumber, plywood, and paper. Heavy equipment is shown in operation as are the jobs, from the "toppers" who trim the trees before they are felled, to the operators of the papermaking machines and the forklift trucks.

Title: FOUNDATIONS FOR OCCUPATIONAL PLANNING

Grade Level: 4-6

Author:

Price: $28.25 Set of 5
$ 6.25 Each

Publisher: SVE

Vendor Catalog No.: J778-SA Set of 5

Type: Filmstrips

TITLES INCLUDE:

Who Are You?	#778-1
What Do You Like To Do?	#778-2
What Is Your Job?	#778-3
What Are Job Families?	#778-4
What Good Is School?	#778-5

Helps students to evaluate their individual characteristics and relate them to the world of work. These are drawings, not photographs.

Title: FREE TO BE....YOU AND ME

Grade Level: K-6

Author:

Price:

Publisher: McGraw-Hill 1974

Vendor Catalog No.:

Type: Book and Record

Every school should have this delightful collection of stories, songs, etc. which imaginatively underlines important life-enhancing values. Excellent resource for activities dealing with breaking sex-role sterotyping.

Title: HANDBOOK OF JOB FACTS

Grade Level: 6-up

Author:

Price: $5.75

Publisher: SRA

Vendor Catalog No.: 5-110

Type: Book

Chart form of facts about duties, education, training qualifications, etc. for 300 jobs.

Title: A HIGHWAY TO WORK AND PLAY

Grade Level: K-6

Author:

Price: $32.00 for each of 6 levels

Publisher: McKnight 1974

Vendor Catalog No.:

Type: Series of 16 worksheets & teachers guide-each grade level.

A series of worksheets, similar to Weekly Reader providing career information. Contains stories, poems, cartoons, puzzles, writing activities.

Title: HOME AND COMMUNITY HELPERS

Grade Level: K-6

Author:

Price: $2.80 Set
12 Pictures 11x14

Publisher: David C. Cook

Vendor Catalog No.: 07203

Type: Teachers Guide

Pictures illustrate a variety of community helpers.

Title: THE INTERNATIONAL AIRPORT

Grade Level: K-4

Author:

Price: $15.00 Set
12 Study Prints,

Publisher: BFA 1969

Vendor Catalog No.: 209000

Type: Color, (11x14)

The modern airport has become a major transportation center in cities throughout the world. Huge industries have grown up around the desire to move people and goods quickly to any part of the globe. This set shows the intricate workings of the large airport, the cooperation among the many skills required, the new emphasis on air freight, and the growing use of private planes and community airports in an increasingly air-conscious civilization.

Title: THE JELLY BEAN COMPANY

Grade Level: 4-6

Author:

Price: $85.00 FS/Rec.
$97.00 FS/Cass.

Publisher: BFA

Vendor Catalog No.:

Type: 6 Filmstrips/6 Cassettes

Part I: Making and Selling Goods	#VCV000	6 Filmstrips/6 Records
Part I: Making and Selling Goods	#VCW000	6 Filmstrips/6 Cassettes
Part II: Performing Services	#VCX000	6 Filmstrips/6 Records
Part II: Performing Services	#VCY000	6 Filmstrips/6 Cassettes

Mr. Fielding, an interesting character who loves to eat only a little less than he loves to try new ideas, decides to form his own company to distribute jelly beans. His success in the business leads to problems of growth and to a concern for the company's position in the society. As students follow the antics of Mr. Fielding and continue their investigations through the activities described on the activity cards, they learn: To name more than 150 occupations related to manufacturing, selling, and serving; To begin to classify jobs into clusters that can be extended to other related jobs; To describe different life styles and relate them to possible careers; To associate workers with services they perform; To name different ways in which career training can be achieved; To tell why different jobs in manufacturing, selling, and serving are important.

Title: JOB EXPERIENCE KIT

Grade Level: 6-up

Author:

Price: $150.00

Publisher: SRA

Vendor Catalog No.: 5-4000

Type: Kit

Work simulation experiences in twenty representative occupations. Students solve problems typical of twenty representative occupations.

Title: KEYS-CAREER EXPLORATION PROGRAM

Grade Level: 6-up

Author:

Price: $120.00

Publisher: SRA

Vendor Catalog No.: 5-3050

Type: 10 Filmstrips Cassettes and Guides

Introduces today's world of work and encourages job exploration. Nine strips show on the job interviews. The first introduces ten job families.

Title: LEARNING ABOUT CAREERS

Grade Level: K-6

Author:

Price: $5.15 Set
20 Pictures 12x17

Publisher: David C. Cook 1974

Vendor Catalog No.: 74450

Type: Resource Manual

Some drawings and some real pictures of workers. Nothing unusual.

Title: LET'S IMAGINE GOING PLACES

Grade Level:

Author:

Price: $46.00

Publisher: Troll

Vendor Catalog No.:

Type: 10 Cassettes

As children talk with community helpers they discover people, places, products and services which make a town a good place to live.

Title: LIFE IN RURAL AMERICA

Grade Level: 3-up

Author:

Price: $67.50 Records or Cassettes

Publisher: National Geographic Society 1973

Vendor Catalog No.:

Type: Filmstrips/Records Filmstrips/Cassettes

Each filmstrip focus on real people in occupations; family farmers, harvesters, cowboys, coal miners and Alaskan pioneers. Highly praised in Learning, May/June 1973, p. 33.

Title: LIFE ON THE FARM: MILKING; FEEDING ANIMALS; HAYING

Grade Level: K-3

Author:

Price: $36.00

Publisher: Encyclopedia Britannica

Vendor Catalog No.: 7680

Type: 6 Filmstrips

As they help with the chores, two city children see many aspects of farm life. Real life photography shows delights of country life.

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Title: LIVING AS NEIGHBORS AND OUR GROWING CITY

Grade Level: 1-4

Author:

Price: $78.00 FS/Records
$90.00 FS/Cassettes

Publisher: Bailey Film 1970 **Vendor Catalog No.:** VH1000
VM9000

Type: 6 Filmstrips/Records
6 Filmstrips/Cassettes

TITLES INCLUDE:

Our Neighborhood	From Forest To City
Signs In The City	We Need Other People
How Is TV Like A Ship?	The Story of Cities

This series of filmstrips is correlated with the books of the same titles in the Holt Social Studies Program. The first three strips introduce the people and the variety of resources in a neighborhood within the city. The central characters, who are multi-ethnic, examine signs, transportation, and communication to learn about their neighborhood. The next two strips develop further the concepts of the needs of people in a city, the many services and materials required daily, and people's dependence upon one another. The final strip traces the evolution of settlements from prehistoric times to the present.

Title: LIVING ENVIRONMENT

Author:

Publisher: BFA

Vendor Catalog No.: VR3000
VR4000

Grade Level: 2-6

Price: $52.00 Records
$60.00 Cassettes

Type: 4 Filmstrips/Records
4 Filmstrips/Cassettes

TITLES INCLUDE:
A City is . . .
City Experiences
City Moods
Two Urban Centers

How do problems of pollution, transportation, unemployment, and overcrowding affect living in the city? How does a city function economically? A well-done presentation showing a variety of aspects of city living.

Title: MAN AND ENVIRONMENT: CRAFTS AND RESOURCES

Grade Level: 3-6

Author:

Price: $104.00 Records
$120.00 Cassettes

Publisher: BFA 1972

Vendor Catalog No.: VN7000
VN8000

Type: 8 Filmstrips/Records
8 Filmstrips/Cassettes

TITLES INCLUDE:

- Wooden Trunks
- Plant-Fiber Bags
- Reed Mats
- Woolen Blankets
- Stone Grinding Tablets
- Cane Baskets
- Reused-Tin Braziers
- Decorative Crafts

The series explores a unique aspect of comparative geography - the effect of natural environment on the development of regional crafts. Man has basic needs, and using materials available he creates objects to meet those needs. Specific environments require special tools and utensils, and depending on the geography of the region, certain crafts are developed: baskets are made where cane and water are abundant; pottery is made where the soil and sand are available. The traditional craftsman produces what his society needs by combining his skill with the resources of his environment. Excellent!

Title: MAN AND THE CITIES SERIES

Grade Level: 2-6

Author:

Price: $78.00 Records
$90.00 Cassettes

Publisher: BFA

Vendor Catalog No.: VN3000
VN4000

Type: 6 Filmstrips/Records
6 Filmstrips/Cassettes

TITLES INCLUDE:
- Economics of the City
- The Life Cycle of the City
- Economics of Change: Westwood Village
- A City Needs Goods
- A City Needs Services
- Specialization and Mass Production
- Cities Are Run by People

Title: MEDICAL SERVICES IN THE COMMUNITY

Grade Level: 1-5

Author:

Price: $58.25

Publisher: Eyegate 1974

Vendor Catalog No.: H551

Type: 6 Filmstrips/3 Cassettes

This set offers an up-to-date view of essential community services and develops understandings of the scope of each service itself. Well done.

TITLES INCLUDE:
- Doctor
- Nurse
- Pharmacist
- Optometrist
- Dental Assistant
- Veterinarian

Title: MOVING GOODS FOR PEOPLE IN THE CITY **Grade Level:** 1-3

Author: **Price:** $12.00

Publisher: Standard Publishing Company, Cincinnati **Vendor Catalog No.:** **Type:** Study Prints/1 Record

Includes ocean freighter, railroad cars, fuel oil tank, barge and big boat, jet freighter, freight yards, concrete truck, moving van and truck terminal.

Title: MY HOME AND ME **Grade Level:** 1-5

Author: **Price:** $70.20 Records
$80.73 Cassettes

Publisher: Encyclopedia Britannica **Vendor Catalog No.:** 6452
6452K **Type:** 6 Filmstrips/Records
6 Filmstrips/Cassettes

TITLES INCLUDE:

My Seacoast Home	My Forest Home
My Ranch Home	My Navajo Home
My City Home	My Island Home

A variety of homes are examined from the view point of an eight-year-old child. They describe their homes, how they live, work, play and explore their environments. Students can compare the different families.

Title: MY MOTHER WORKS **Grade Level:** 1-5

Author: **Price:** $58.25

Publisher: Eyegate 1974 **Vendor Catalog No.:** X5X3 **Type:** 6 Filmstrips/3 Cassettes

TITLES INCLUDE:

At Home	In A Store
In An Office At Home	In A Profession
In A Business Office	At A Surprising Job

This set introduces children to some of the jobs that many women have and to show how these jobs fit into the life and routine of the mother with a family. Five of the strips show mothers in stereotyped roles. However the last "A Surprising Job" shows mothers in many untypical roles. The set is well done.

Title: OFF WE GO . . .

Grade Level: K-4

Author: Guidance Associates

Price: $20.00 each
1 Filmstrip/1 Cassette

Publisher: 1974 **Vendor Catalog No.:**

Type: per Title

TITLES INCLUDE:

Off We Go To The Aquarium	#2F-300119
Off We Go To The Bike Factory	#2F-300218
Off We Go To The Auto Proving Ground	#2F-300150
Off We Go To The House Built In A Hurry	#2F-300135
Off We Go To The Orange Grove	#2F-300176
Off We Go To The Poster Printer	#2F-300192

A series of unique field trips showing a variety of workers. Emphasizes people and how they work together in a variety of places. An excellent series.

Title: PROGRAMMED WORK AWARENESS KIT: LEVEL B
WORKERS WE KNOW

Grade Level: 1-3

Author: Chronicle

Price: $150.00

Publisher: Guidance 1973 **Vendor Catalog No.:** **Type:** Kit, Puppets, Books, Records, Filmstrips, Games, etc.

Thirty-six weekly units to be used as an introduction for children to workers. Many materials are used. Other kits are planned as a K-6 program.

Title: REAL PEOPLE AT WORK SERIES

Grade Level:

Author:

Price: $16.50
Set of 10 books on each series.

Publisher: Changing Times **Vendor Catalog No.:** Series A-C **Type:**

Each booklet in the series portrays a worker representative of a career cluster. The booklets are excellent and interesting. Activities, tools, products and the like are shown, all unique to the occupation. Easy reading levels which vary.

Title: REGIONS OF THE UNITED STATES **Grade Level:** 4-7

Author: **Price:** $81.90 Records / $94.19 Cassettes

Publisher: Encyclopedia Britannica **Vendor Catalog No.:** 6447 / 6447K **Type:** 7 Filmstrips/Records / 7 Filmstrips/Cassettes

TITLES INCLUDE:
- The Northeast
- The South
- The Great Plains
- The Interior West
- The Pacific West
- I'm The Man Who Built This Nation

Introduces students to the land and people of our country. Examines physical and economic characteristics. Uses folk songs appropriate to regions and their history in background.

Title: SCHOLASTIC DIMENSION-CAREERS UNIT **Grade Level:**

Author: **Price:** $19.50

Publisher: Scholastic **Vendor Catalog No.:** 6278 **Type:** Kit

An interesting collection of games, instructional aids and ideas, and consumable materials for a variety of career-related activities.

Title: SCHOOLS, FAMILIES, AND NEIGHBORHOODS **Grade Level:** K-6

Author: **Price:** $135.00

Publisher: Field Educational **Vendor Catalog No.:** 02141 **Type:** Kit

An excellent kit with records, books and beautiful, sturdy pictures. Every school should have this kit.

Title: SERVICES IN THE COMMUNITY **Grade Level:** 1-5

Author: **Price:** $58.25

Publisher: Eyegate 1974 **Vendor Catalog No.:** H552 **Type:** 6 Filmstrips/3 Cassettes

TITLES INCLUDE:

Beautician/Barber	Jeweler
Laundry/Cleaner	Banker
Florist	Librarian

This series portrays some of the services provided in most every community. Very good.

Title: SIX FAMILIES IN THE UNITED STATES **Grade Level:**

Author: **Price:** $70.20 Records / $80.73 Cassettes / 6 Filmstrips/Records

Publisher: Encyclopedia Britannica **Vendor Catalog No.:** 6446 / 6446K **Type:** 6 Filmstrips/Cassettes

TITLES INCLUDE:
- The McBee's Leave Kentucky
- The Patterson's Live On A Farm
- The Davis' Live On A Project
- The Garner's Move To The City
- The Batista's Buy A Store
- The Chang's Celebrate The New Year

Intimate views of families shows family's cultural background, structure and financial situation. Five live in cities. Factors which enrich people's lives as well as those that create problems are shown.

Title: SYSTEMS IN OUR CITY **Grade Level:** 3-6

Author: **Price:** $49.50

Publisher: McGraw-Hill 1968-69 **Vendor Catalog No.:** 641280-6 **Type:** 7 Captioned Filmstrips

TITLES INCLUDE:
- Getting Goods and Services
- Manufacturing
- Postal
- Service Workers
- Gas
- Electricity
- Water and Sewage

Emphasizes the distribution of community services. Captionless sequences stimulate students to study visuals and compare and contrast ideas.

Title: TEACHING FOR CAREER DEVELOPMENT IN THE ELEMENTARY SCHOOL - A LIFE-CENTERED APPROACH

Grade Level: Professional

Author:

Price: $10.60

Publisher: Charles A. Jones **Vendor Catalog No.:**

Type: Professional Book

A practical guide to planning career awareness activities. Specific examples, materials, and ways to involve community talent are given. Quite good.

Title: TRANSPORTATION

Author:

Publisher: BFA 1969 **Vendor Catalog No.:** VT3000 321000

Grade Level: 3-5

Price: $104.00 Records
$120.00 Cassettes

Type: 8 Filmstrips/Records
8 Filmstrips/Cassettes

TITLES INCLUDE:
- What You'd See At The Airport
- Who Works At The Airport
- What You'd See At The Harbor
- What You'd See At The Railroad Terminal
- Who Works At The Railroad Terminal
- What You'd See At The Bus and Truck Terminals
- Who Works At The Bus and Truck Terminals

This series shows how people work with each other and with complex equipment to make possible the variety of transportation methods used today. Four types of transportation are covered with two strips for each. The first strip in each pair describes the activities, equipment, buildings, and machines to be found in the environment. The second strip shows the great variety of workers needed, what they do, and how each contributes to the complete operation.

Title: TYPES OF CITIES

Grade Level: 3-6

Author:

Price: $57.50 Set
$ 8.75 Each

Publisher: McGraw-Hill 1969 **Vendor Catalog No.:** 641310-1 **Type:** 8 Captioned Filmstrips

TITLES INCLUDE:

- The Commercial City
- The Resort City
- The Manufacturing City
- The Capital City
- The Market Town
- The Mining Town
- The Fishing Town
- The Suburb

Explores the variety of types of communities. Captionless sequences, stimulate students to study visiuals and compare and contrast ideas.

Title: WHAT CAN SHE BE? Grade Level: 3-6

Author: Price: $4.14 each

Publisher: Lothrop Lee and Shepard Company Vendor Catalog No.: Type: Books

Presents women in a variety of occupational roles. Highly recommended!

TITLES INCLUDE: What Can She Be? A Newscaster
What Can She Be? A Lawyer
What Can She Be? A Veterinarian
What Can She Be? An Architect

Title: WHAT DOES YOUR DAD DO? Grade Level: K-6

Author: Price: $69.00

Publisher: Jam Handy Vendor Catalog No.: JH-3720FR Type: Filmstrips/Records

The usual occupations are shown. Emphasize with these what mother's do.

Title: WHAT I LIKE TO DO **Grade Level:** 4-7

Author: **Price:** $9.72

Publisher: SRA **Vendor Catalog No.:** 5-41531 **Type:** Pkg. of 25 booklets, answer sheet/teacher's guide.

Easy to use interest inventory of students preferences.

Title: WHERE AND HOW PEOPLE WORK AND LIVE **Grade Level:** 1-4

Author: **Price:** $52.00

Publisher: BFA 1969 **Vendor Catalog No.:** 322000 **Type:** 4 Filmstrips/Records

TITLES INCLUDE: Where In The World Do You Live?
From Place To Place
Food From Farm To Family
Clothes From Head To Toe

A great many types of workers, skills, and equipment are needed to keep our society running smoothly. After providing understandings of distance, transportation, and communication, this series introduces the basic primary concepts of economic interdependence and how goods flow from producer to consumer. Communication and transportation are seen in the series as two-way streets, and the importance of cooperation between skills is emphasized with the concept of "teams" of producers, processors, manufacturers, distributors, and consumers.

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Title: WHO HELPS US

Author:

Publisher: BFA 1970 **Vendor Catalog No.:** VE1000 / VG2000

Grade Level: K-3

Price: $130.00 Records / $185.00 Cassettes

Type: 10 Filmstrips/Records / 10 Filmstrips/Cassettes

TITLES INCLUDE:

The Fire Department	The Dentist
The Police Department	The Dairy
The Supermarket	The Library
The Bakery	The Post Office
The Service Station	The Laundry

This series emphasizes the interdependence of people, goods, and services in a community. Some helpers keep us healthy and clean; some protect our lives, others make it easier to get the things we need. In some way, all make our life safer, happier, and healthier. Through specialization of labor, goods and services are offered at a minimum cost and with a maximum of efficiency.

Title: WILLIAM, ANDY AND RAMON AND FIVE FRIENDS AT SCHOOL **Grade Level:** 1-4

Author: **Price:** $78.00 Records / $90.00 Cassettes / 6 Filmstrips/Records

Publisher: BFA 1968 **Vendor Catalog No.:** V06000 / VM8000 **Type:** 6 Filmstrips/Cassettes

TITLES INCLUDE:

Our Families	Our School
We Live Here	We Learn On A Trip
We All Work	Finding Our Way

Representing different racial and national origins, William, Andy, and Ramon demonstrate the type of friendship that can exist between three boys and their friends in a big city. In this series they tell about themselves, their families, their school, and their city. Although each child has a different point of view, they all have similar positive attitudes: they are proud of their parents, their school, and their backgrounds. Experiences and problems familiar to young people in a complex urban environment are described in such a way as to promote identification and understanding. Useful for developing self-awareness.

Title: WOMEN WHO CHANGED THINGS

Author: Audio-Visual

Publisher: Instructional Devices **Vendor Catalog No.:**

Grade Level: 2-6

Price: $75.00 Records or Cassettes
$20.00 Each
Filmstrips/Records

Type: Filmstrips/Cassettes

Designed to be used in social studies curriculum. Explores lives of five women, tracing their work and changing roles of women in society. Will serve as a tool for understanding the women's movement. Series includes:

Phillis Wheatly
Emma Lazarus
Jane Addams
Frances Perkins
Shirley Chisholm

Title: THE WONDERFUL "WORLD OF WORK" K-3 SERIES

Grade Level: K-3

Author:

Price: $186.00 Records
$197.00 Cassettes
Entire Set:

Publisher: Denoyer-Geppert **Vendor Catalog No.:** 600021

Type: 11 Filmstrips (Sound)

UNIT I: 3 Filmstrips/Records or Cassettes #600071
Getting to Know the World of Work
The Newspaper Boy
The Junior Home-Maker at Your Service

UNIT 2: 4 Filmstrips/Records or Cassettes #600011
Electrical Services
Gas and Oil Services
Telephone Services
Mail Delivery

UNIT 3: 4 Filmstrips/Records or Cassettes #600031
Dairy Product Delivery
Drug Store Workers
Supermarket Workers
Service Station Workers

Children are introduced to a variety of workers with whom they come in contact with in daily life.

Title: THE WONDERFUL "WORLD OF WORK" 4-6 SERIES

Author:

Grade Level: 4-6

Price: $210.00 Records (Series)
$222.00 Cassettes (Series)

Publisher: Denoyer-Geppert **Vendor Catalog No.:** 600081

Type: 12 Sound Filmstrips

UNIT 4: 4 Filmstrips/Records or Cassettes #600041
What Else Do Fathers Do?
Just What Do Mothers Do?
It's In Your Hands
Home Economics

UNIT 5: 4 Filmstrips/Records or Cassettes #60051
Electrical Workers
Gas and Oil Workers
Technical and Industrial Workers
Telephone Workers

UNIT 6: 4 Filmstrips/Records or Cassettes #60061
Distributive Occupations
Office Occupations
Health Services
National Resources

Children are introduced to a variety of workers with whom they come in contact in daily life.

Title: WORK: WIDENING OCCUPATIONAL ROLES KIT **Grade Level:** 6-up Can be adapted to grade 5

Author: **Price:** $180.00

Publisher: SRA **Vendor Catalog No.:** 5-2950 **Type:**

TYPE: 340 Occupational briefs; handbook of job facts, 5 Jr. guidance booklets, student record books, 2 filmstrips.

Gives each student an opportunity to explore many career areas and to learn more about how to prepare for these careers. For advanced reading level.

Title: WORKERS OF THE COMMUNITY **Grade Level:** 1-5

Author: **Price:** $58.25

Publisher: Eyegate 1974 **Vendor Catalog No.:** H550 **Type:** 6 Filmstrips/3 Cassettes

TITLES INCLUDE:

Bus Driver	Auto Service
Local Newspaper/Printer	Supermarket Manager
Restaurant Helpers	Appliance Repairman

This set develops knowledge about and respect for a variety of community workers. A child is interviewing the worker. This could serve as a model format for your children to conduct their own interviews. Well done.

Title: WORKERS SERIES

Author:

Publisher: Coronet

Vendor Catalog No.: S168 / M168

Grade Level: 1-4

Price: $63.00 Records / $83.00 Cassettes

Type: 8 Filmstrips/4 Records / 8 Filmstrips/8 Cassettes

TITLES INCLUDE:

- Workers and Their Work
- Workers Who Move Things
- Workers Who Make Things
- Workers Who Sell
- Workers Who Fix Things
- Workers Who Provide Food
- Workers Who Provide Services
- Workers in Professions

Gives children an introduction to the complex world of work in terms of their own experiences with a lemonade stand, making cookies, fixing a bicycle, handling a paper route. Shows in easily understood terms such concepts as division of labor, mass production, specialization, goods and services, and the need to perform jobs well.

Title: WORKING IN U.S. COMMUNITIES

Author:

Publisher: SVE

Vendor Catalog No.: 201-SR, 201-STC

Grade Level: 4-6

Price: $64.50 Records
$72.50 Cassettes

Type: 8 Filmstrips/Records/Guides
8 Filmstrips/Cassettes/Guides

GROUP I: Old Sturbridge and Mystic Seaport: Historic Communities
Douglas, Wyoming: Ranch Community
Rockland, Maine: Coastal Community
Flagstaff, Arizona: Service Community

GROUP 2: New Orleans: Marketing Community
San Francisco: Financial Community
Detroit: Manufacturing Community
Chicago: Transportation Community

Different locations illustrate leading forms of economic activities. Stresses people and their needs showing how these needs are met and how history and geography affect business. An excellent series.

Title: WORKING TOGETHER ON MAN'S EARTH **Grade Level:** 3-6

Author: **Price:** $43.20

Publisher: Encyclopedia Britannica **Vendor Catalog No.:** 12060 **Type:** 6 Captioned Filmstrips

TITLES INCLUDE:

Helping One Another	A Mining Community
Farmers Help People	Two Different Climates
Cities Help People	Two Different Communities

Case studies point out interdependence between geographic regions and economic necessity. Children see how they depend on others for products and services.

Title: WORLD OF WORKERS **Grade Level:** 2-4

Author: **Price:** $1.25 Each

Publisher: Chronicle Guidance/ 1973 **Vendor Catalog No.:** **Type:** Gamebook

A book introducing 36 occupations in crossword puzzles and fill-in-the-blanks. Pictures and poems provide clues to answers. Useful for center ideas.

Title: YELLOW PAGES OF LEARNING RESOURCES

Grade Level: _____

Author: _____

Price: $1.95

Publisher: MIT Press 1972

Vendor Catalog No.: _____

Type: Paperback Book

A must for every school. Teachers and students will get many ideas of places to go, things to do, and people to meet. Ways to use your community as a resource for learning.

Title: YESTERDAY'S CRAFTS TODAY

Grade Level: 1-5

Author: _____

Price: $58.25

Publisher: Eyegate

Vendor Catalog No.: X503

Type: 6 Filmstrips/3 Cassettes

TITLES INCLUDE: Pottery
Silverware
Weaving
Leathercraft
Cabinet Making
Printing.

This set shows the production of items made by modern craftspersons, relating this to how the item is mass produced. For example, the student gets an understanding of how cloth is handwoven today, how it has been woven in the past and how modern weaving and knitting machines really do the same basic process at high speeds.

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SECONDARY INSTRUCTIONAL MATERIALS . . . . .

Title: ACCENT/CONSUMER EDUCATION

Grade Level: 10-12

Author:

Price: $ .87 Each (Student)
$1.50 (Instruction Copy)

Publisher: Follett

Vendor Catalog No.: see below

Type: Pamphlets

TITLES INCLUDE:		
	Knowing How To Budget And Buy	#2075
	Insuring Your Life, Income, And Property	#2076
	Social Insurance	#2082
	The Law And You	#2078
	Understanding Consumer Credit	#2079
	Investing Your Savings	#2080
	Teachers Guide For Series	#2081

Designed to help the student learn to handle his money and other assets wisely.

Title: ACCENT/WORLD OF WORK

Grade Level: 10-12

Author:

Price: $ .75 Each (Student)
$1.50 (Instruction Copy)

Publisher: Follett

Vendor Catalog No.: See Below

Type: Pamphlets

TITLES INCLUDE:		
	Getting That Job	#1990
	Instructors Book	#1991
	You And Your Occupation	#1995
	Instructors Book	#1996
	Keeping That Job	#2000
	Instructors Book	#2001
	You And Your Pay	#2005
	Instructors Book	#2006

The series is designed to teach social skills and encourage social attitudes needed in our society.

Title: ADVENTURES IN SELF-DISCOVERY **Grade Level:** 7-9

Author: **Price:** $94.50

Publisher: Nelson C. White Co./ 1972 **Vendor Catalog No.:** 8953 **Type:** Kit

Six-week program (weekly hour of class time) of taped messages to achieve these benefits for the students:

1- Improved student-teacher-parent relationships
2- Better communication
3- More creative problem-solving
4- Ability to set more meaningful goals
5- More positive attitude
6- Enhancement of student's self-concept

Contents:
1 Taped message for teachers
6 Taped weekly lessons
1 Handbook
1 Students Handbook
6 Posters
30 Student Handbooks

Title: APTITUDES AND INTELLIGENCE **Grade Level:** 10-12

Author: **Price:** $25.00

Publisher: Denoyer-Geppert **Vendor Catalog No.:** 66778 **Type:** Filmstrips

Explains the significance of intelligence, aptitude, achievement and interest testing. Shows interrelationship of guidance and the total school program.

TITLES INCLUDED ARE:

What Tests Tell
You and Your Guidance Counselor
Intelligence?
Putting Your Aptitudes To Work

Title: ARCO-ROSEN CAREER GUIDANCE SERIES **Grade Level:** 10-12

Author: **Price:** $1.98 each

Publisher: Arco Pub. **Vendor Catalog No.:** see below **Type:** Paperbacks (40)

TITLES INCLUDE:

Your Future in Accounting	#02232-9	Dietician	#02240-X
Air Conditioning and Refrigeration	#02224-8	Electronic Computers	#02241-8
Automotive Service	#02226-4	Electronic Technician	#02228-0
Baking Industry	#02227-2	Elementary School Teaching	#02242-6
Banking	#02233-7	Fashion Design	#02243-4
Beauty Business	#02234-5	Federal Government	#02244-2
Beauty Culture	#02235-3	Forestry	#02245-0
Computer Programing	#02237-X	High Fidelity Industry	#02246-9
Dental Assistant	#02238-8	Home Economist	#02247-7
Dentistry	#02239-6	Hospital Work	#02230-2
		Hotel Management	#02248-5

Continued - next page

Title: ARCO-ROSEN CAREER GUIDANCE SERIES (continued) **Grade Level:** 10-12

Author: **Price:** $1.98 each

Publisher: Arco Pub. **Vendor Catalog No.:** see below **Type:** Paperbacks (40)

TITLES INCLUDE: (continued)

Insurance	#02249-3	Pharmacy	#02261-2
Interior Design	#02250-7	Photography	#02262-0
Jobs Abroad	#02251-5	Physician	#02263-9
Law Enforcement	#02252-3	Pilot	#02260-4
Medical Assistant	#02253-1	Real Estate	#02264-7
Medical Technology	#02254-X	Restaurant & Food Service	#02229-9
NASA	#02255-8	Secretary	#02268-5
Nuclear Energy	#02256-6	Welding	#02231-0
Oceanography	#02258-2	Your Own Business	#02236-1
Optometry	#02259-0		

Simply written, practical in tone and format, the series attempts to introduce the student to a field in which he may be interested.

Series recognizable by titles such as Your Future in Jobs Abroad, or Your Future As An Electronic Technician. Copyrights vary from 1962 on.

Title: ARE YOU LOOKING AHEAD

Author:

Grade Level: 7-12

Price: $71.28 set
$ 7.50 each

Publisher: Eye Gate **Vendor Catalog No.:** F213 **Type:** 10 Captioned Filmstrips

TITLES INCLUDE:		
	How about being an electronics assembler?	213A
	Would You Like To Sell?	213B
	Want To Work In A Laundry?	213C
	Do You Like Flowers?	213D
	Would You Like Hospital Work?	213E
	Do You Love Animals?	213F
	How About Office Work?	213G
	Do You Like Sports?	213H
	How About Being a Key Punch Operator?	213I
	Would You Like To Be A Cashier?	213J

Series of ten captioned filmstrips that present a preview of some job opportunities available to high school students. Emphasis is on qualifications, not vocational education.

Title: THE ART AND CRAFT OF PRINTMAKING

Grade Level: 7-12

Author:

Price: $88.00 Records
$98.00 Cassettes
5 Filmstrips/Records

Publisher: Educational Resources 1971 Vendor Catalog No.: ER1620

Type: 5 Filmstrips/Cassettes
(Indicate on Order)

CONTENTS: 5 Filmstrips with 5 records or cassettes; teacher's guide and spirit master for each process.

Step-by-step directions for following techniques: woodcut and linoleum block, silkscreen, etching, special etching and lithography.

Title: THE ART OF BUYING A CAR

Grade Level: 10-12

Author:

Price: $8.00

Publisher: Changing Times Vendor Catalog No.: 4309

Type: Kit

CONTENTS: 40 pamphlets, transparencies, teacher's guide.

Discusses do's and don't's of car-buying, including financing the purchase.

Title: AUDIOVISUAL EQUIPMENT OPERATION SERIES **Grade Level:** 10-12

Author: **Price:** $24.50 each

Publisher: McGraw-Hill 1969 **Vendor Catalog No.:** see below **Type:** Filmloops

TITLES INCLUDE:

Opaque Projector	#190188
Overhead Projector	#190189
Tape Recorder	#190190
35MM Bell & Howell FS Projector	#190284-8

A film series for teachers on the mechanics of basic audio-visual equipment Clear, easy to follow demonstrations offer an excellent time saving way to learn the operation of equipment available to teachers.

Title: AUDIO-VISUAL EQUIPMENT OPERATION "B" SERIES **Grade Level:** 10-12

Author: **Price:** $24.50

Publisher: McGraw-Hill **Vendor Catalog No.:** 190284-8 **Type:** Filmloop

COMBINATION USES OF AUDIO EQUIPMENT, PART I & II

Demonstrations of the different kinds of audio-visual equipment provides a way for teachers to familiarize themselves with basic audio-visual equipment for classroom use.

Title: AUDIOVISUAL PRODUCTION TECHNIQUES SERIES:

Grade Level: 10-12

Author:

Price: $18.50 B&W
$24.50 Color

Publisher: McGraw-Hill **Vendor Catalog No.:** see below **Type:** Filmloop

TITLES INCLUDE:

Cloth Mounting (Fold) Part I	#190159-7
Cloth Mounting (Fold) Part II	#190160-7
Cloth Mounting (Roll)	#190158-7
Dry Mounting (Hand Iron)	#190152
Dry Mounting (Press)	#190151
Lettering: Leroy 500 And Smaller	#190167
Lettering: Leroy 700 And Larger	#190168
Lettering: WRICO Signmaker	#190166
Mounting: A Two-Page Picture	#190154
The Spirit Duplicator: Operation	#190180
The Spirit Duplicator: Preparing Masters	#190179
Transparencies: Handmade Method	#190169
Transparencies: Heat Process	#190170
Transparencies: Picture Transfer	#190174
Transparencies: Picture Transfer II	#190175
Transparencies: Spirit Duplicator	#190173

Each film uses striking close-ups to demonstrate processes involved in the production of basic audio-visual materials.

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Title: BASIC OFFICE PRACTICES & PROCEDURES — Grade Level: 10-12

Author: — Price: see below

Publisher: Eye Gate 1972 — Vendor Catalog No.: see below — Type: 4 Filmstrips/Records / 4 Filmstrips/Cassettes

TITLES INCLUDE:	
Dealing With People	X330F
Helping Your Boss Get More Done	X330E
Memos, Mail And The Telephone	X330B
The Working World Of The Secretary	X330A

PRICE: $7.50 each Filmstrip
$5.95 each Cassette
$5.75 each Record

This series is designed to teach the student to cope with the real office problems they will meet in their first secretarial job.

Title: BLACK AMERICANS AT WORK — Grade Level: 7-12

Author: — Price: $55.00

Publisher: Coronet 1970 — Vendor Catalog No.: S187 — Type: Filmstrip/Records

Documentary interviews provide insight into the daily life, occupations, background and hopes of six Black Americans. Views their life, society and families.

Title: BUYING AND PRICING (WITH TEACHERS MANUAL & KEY) Grade Level: 10-12

Author: Price: $1.89 Student Booklet
$2.00 Teachers Manual

Publisher: McGraw-Hill 1971 Vendor Catalog No.: 07-017613-2
07-017614-0 Type: Booklet

Part of series (Occupational Manuals and Projects in Marketing) of 17 manuals, each averaging 20 hours for completion, designed to cover the various high school marketing competencies in more detail than conventional textbooks.

Title: BUSINESS CAREERS KIT Grade Level: 7-12

Author: Price: $37.20

Publisher: Careers, Inc. Vendor Catalog No.: Type: Pamphlets

Contains over 120 career briefs in the business field. Card file format. Yearly subscription $6.45 per year.

Title: CAREER BOOSTERS - BOOK I **Grade Level:** 7-12

Author: Henderson, Harold **Price:** $7.50

Publisher: Dlorah Publications/ 1974 **Vendor Catalog No.:** _____ **Type:** Booklet

50 lessons in career awareness through stimulating puzzles, word games connecting dots, hidden careers, etc. Upper elementary students as well as junior high students can do these activities.

A very useful and resourceful booklet. A real aid for teachers.

Title: CAREER DECISIONS: FINDING, GETTING & KEEPING A JOB **Grade Level:** 7-12

Author: _____ **Price:** $13.50

Publisher: J. C. Penney 1971 **Vendor Catalog No.:** 83891 **Type:** Kit

Intention of this unit is to make us aware of the many influences affecting job choice. Includes three Filmstrips, one folder of job descriptions, one folder of transparencies illustrating job-related problems, teachers guide.

Title: CAREER DEVELOPMENT LABORATORY **Grade Level:** 9-12

Author: **Price:** $290.00

Publisher: Educational Progress **Vendor Catalog No.:** 20-1123 **Type:** Phonotapes

Designed to present interesting approach career information and interests. Encourages student to determine high-interest career areas. Contains: 60 Taped interviews, survey forms, guides and poster.

Title: CAREER DISCOVERIES: PEOPLE WHO HELP OTHERS

Author:

Grade Level: 7-12

Price: $37.50 Records
$45.50 Cassettes
Filmstrips/Records

Publisher: Guidance Associates Vendor Catalog No.: 9B-301 687 Type: Filmstrips/Cassettes

9B-301 687

Part I shows the variety of occupations devoted to helping individuals and groups; relates this work to qualities of committment, compassion, empathy; introduces the people featured in the following three parts. Part II: A community organizer who helps rural Mississippions bring runing water to their community. Part III: A day care worker. Part IV: A physiotherapist.

Title: CAREER GAMES LABORATORY

Author:

Grade Level: 8-12

Price: $78.50

Publisher: Educational Progress Vendor Catalog No.: 20-31 Type: Game

Stimulates students to search deeply for career choices. Game contains 398 cards which give sources for further information, filmstrip/cassettes, guides, etc.

Title: CAREER GUIDANCE SERIES **Grade Level:** 7-9

Author: **Price:** see below

Publisher: Educational Dimensions **Vendor Catalog No.:** see below **Type:** Filmstrips/Records
Filmstrips/Cassettes

NUMBERS 401, 402, 405, 408, 403, 404, & 406: Filmstrip/Record $20.80 each
Filmstrip/Cassettes $22.50 each

NUMBERS 409, 415, 407, 416, 417 Filmstrip/Record $41.00 each
Filmstrip/Cassette $45.00 each

TITLES INCLUDE:

Careers in The Fine Arts	#401	Careers in Television	#403
Art Careers and Advertising	#402	Careers in Photography	#404
Careers in Illustration	#405	Careers in Film Making	#407
Careers in Fashion Design	#408	Writing Careers in Advertising	#406
Careers in Set Design	#416	Careers in Drafting	#409
Careers in Interior Design	#417	Graphic Careers in Advertising	#415

Working professionals tell of their experiences and offer advice dealing with preparation, where to get the best training, professionalism, etc.

Title: CAREER EDUCATION-AUTOMOTIVE, APPLIANCES Grade Level: 9-12

Author: Council 1972 Price: $1.95 each

Publisher: Allied Education/ Vendor Catalog No.: see below Type: Workbook

#CE801 Automotive
#CE802 Appliances
A series written to introduce the student to various career opportunities. They are also used as adjunct books in vocational education.

Title: CAREER EDUCATION POSTERS Grade Level: 7-12

Author: Co. Price: $14.95

Publisher: The Perfection Form/ Vendor Catalog No.: 95139 Type: Posters

Fifteen posters based on occupational clusters defined by HEW. Emphasize dignity of work and awareness of careers. 17"x22"

Title: A CAREER IN RETAIL BUYING Grade Level: 7-9

Author: Price: $3.50

Publisher: J. C. Penney 1970 Vendor Catalog No.: 83731 Type: Filmstrip/Record

Describes the daily activities of a retail store children's clothes buyer.

CONTENTS: 1 Filmstrip, 1 Record

Title: CAREER INFORMATION KIT Grade Level: 9-12

Author: Price: $246.00 (Corrugated) $349.00 (Metal)

Publisher: SRA Vendor Catalog No.: 5-2500 5-2505 Type: Kit

Over 600 pieces of current literature alphabetically filed by job families and cross-referenced to Dewey decimal system. Carefully selected in areas of educational, career, personality, and employment guidance and counseling.

CONTENTS: 600 + pieces of literature
20 Instruction Sheets
1 Set of imprinted file folders
1 How to use it
1 Index

Should be a part of all career and resource centers.

Title: CAREER INSIGHTS AND SELF AWARENESS GAMES — Grade Level: 7-12

Author: Munson, H. L. — Price: $30.00

Publisher: Houghton Mifflin — Vendor Catalog No.: 9-60100 — Type: Kit

Six games designed to develop career awareness through self-awareness and self-explanation and help students judge their strengths and to speculate about themselves in future work-type situations.

TITLES OF GAMES INCLUDE:

Interests Continuum
Life Selections
Data-People-Things Puzzle
Life Goals
How I See My Abilities
Interests Triangle

Title: CAREER OPPORTUNITIES I: CAREER OPPORTUNITIES II — Grade Level: 10-12

Author: — Price: $25.00 (I) $18.75 (II)

Publisher: Denoyer Geppert — Vendor Catalog No.: 66798 (I) 66804 (II) — Type: Filmstrips

Career Opportunities I:set includes New Career Opportunities, Careers in Health, Civil Service Jobs, and Salaried Workers or Self-Employed.
Career Opportunities II includes: Automation, Jobs in Mathematics, and Careers in Science.

Title: CAREER TAPES **Grade Level:** 7-12

Author: **Price:** $164.85 For 18

Publisher: McMillan Library Services **Vendor Catalog No.:** 48290 **Type:** Cassettes/Listeners/ Guides

Each tape contains four interviews with people employed in related occupations. Subjects discuss pros and cons of their jobs, educational requirements, potential for promotion, salary ranges.

Title: CAREER EXPLORATION: COMMERCIAL AVIATION (#405)
REPAIR AND MAINTENANCE (#403)

Grade Level: 7-12

Author:

Price: $59.00 each

Publisher: Acoustifone

Vendor Catalog No.: 405 403

Type: Kit

Covers jobs within occupational clusters designated by office of education as offering high placement opportunities in the 70's.

CONTENTS IN SERIES: 6 Units with 5 Filmstrips/6 Cassettes each.

Title: CAREERS

Grade Level: 9-12

Author:

Price: $ 7.50 Each
$85.50 Set

Publisher: Education Unlimited

Vendor Catalog No.:

Type: Tapes

Provides a study of twelve major industries through factual, dramatized sketches of construction: industry; education; law; selling; mass communication; hotels motels and restaurants: graphic arts; health services: distribution, transportation and security and protection.

Title: CAREERS Grade Level: 4-12

Author: Price: $3.99

Publisher: Parker Brothers Vendor Catalog No.: 65 Type: Game

Two to Six players choose from eight updated occupations, setting their own goals and meeting the challenges of rewards, promotions and setbacks.

Title: CAREERS FOR WOMEN Grade Level: 7-9

Author: Price: $40.00

Publisher: SRA Vendor Catalog No.: Type: Kit

Contains occupational brief, job family booklets and posters geared specifically to helping young women with their vocational and educational plans.

Title: CAREERS IN AEROSPACE

Grade Level: 7-12

Author:

Price: $ 22.00 Each Cartridge
$219.00 Complete Set

Publisher: Eye Gate 1971 **Vendor Catalog No.:** 830 **Type:** 8MM Films

TITLES INCLUDE:

Jet Mechanic Trainee	83001	Jet Captain	83006
Jet Engine Mechanic	83002	Stewardess	83007
Control Tower Trainee	83003	Airline Sales Representative	83008
Control Tower Operator	83004	Ticket Agent	83009
Pilot Training	83005	Freight Agent	83010

An 8MM Film to aid students considering jobs in airlines and the aerospace industry. Actual filming of employees in training and performing their jobs.

Title: CAREERS IN ART Grade Level: 7-9

Author: Price: $3.50 Set

Publisher: J. Weston Welch 1973 Vendor Catalog No.: Type: Posters

Eighteen posters describe opportunities and necessary abilities for a career in the enormous field of art.

Title: CAREERS IN ATHLETICS Grade Level: 7-12

Author: Price: $3.50 Set

Publisher: J. Weston Welch Vendor Catalog No.: Type: Posters

Eighteen posters, each illustrated with a photograph, attempt to show the wide variety of careers now open in the business side of athletics (including Landscape Architect and Equipment Issue and Repairman).

Title: CAREERS IN BUSINESS ADMINISTRATION

Author:

Grade Level: 7-9

Price: $42.00 Records
$46.00 Cassettes

Type: 2 Filmstrips/Records
2 Filmstrips/Cassettes

Publisher: Pathescope **Vendor Catalog No.:** 705 Records 705

Explores the wide application of business to many fields including social involvement and environmental awareness. Interviews outline functions, skills, knowledge and training needed, indicating those abilities which are personal attributes and those which can be taught.

CONTENTS: 2 Filmstrips/2 Records or Cassettes and manual.

Title: CAREERS IN COMPUTERS

Author:

Grade Level: 10-12

Price: $42.00 (Records)
$46.00 (Cassettes)

Type: 2 Filmstrips/Records
2 Filmstrips/Cassettes

Publisher: Pathescope **Vendor Catalog No.:** 704C 704

Features the jobs made available by computers, and shows how training is available in high schools, company trainee programs, trade and technical schools, private data processing schools and colleges.

Title: CAREERS IN COMPUTERS

Grade Level: 7-9

Author:

Price: $42.00 Records
$46.00 Cassettes

Publisher: Pathescope

Vendor Catalog No.: 704
704C

Type: 2 Filmstrips/Records
2 Filmstrips/Cassettes

Explores variety of jobs in computer science and the requirements for each of abilities, qualifications, and availability of different training programs (college and non-college).

CONTENTS: 2 Filmstrips/2 Records or Cassettes and manual.

Title: CAREERS IN CONSTRUCTION

Grade Level: 7-12

Author:

Price: $42.00 Record
$46.00 Cassettes

Publisher: Pathescope

Vendor Catalog No.: 709
709C

Type: 2 Filmstrips/Records
2 Filmstrips/Cassettes

Interviews explore the opportunities, wide variety of jobs, actual activities, responsibilities, drawbacks and satisfactions in the four major areas of construction. Outlines necessity of developing a skill and the ways of entering construction.

CONTENTS: 2 Filmstrips/2 Records or Cassettes and manual.

Title: CAREERS IN DEPARTMENT STORES

Grade Level: 10-12

Author:

Price: $80.00

Publisher: Fairchild Visuals Vendor Catalog No.: Type: Slides/Cassettes

Highlights include: personnel interview stock clerk, salesperson, apparel buyer, interior designer, advertising ad display.

Title: CAREERS IN DRAFTING

Grade Level: 7-12

Author:

Price: $41.00 Records
$45.00 Cassettes

Publisher: Ed. Dimensions 1969 Vendor Catalog No.: 409 Type: 2 Filmstrips/Records
2 Filmstrips/Cassettes

Outlines careers in technical, architectural, structural, civil, and mechanical drafting.

Title: CAREERS IN FASHION DESIGN

Author:

Publisher: Ed. Dimensions Vendor Catalog No.: 408

Grade Level: 7-12

Price: $20.50 Records
$22.50 Casettes
Filmstrips/Records

Type: Filmstrips/Cassettes

Authorities in the field give a survey tour.

Title: CAREERS IN FOOD MERCHANDISING: EXPANDING JOB/MARKET

Author:

Publisher: Fairchild Visuals Vendor Catalog No.:

Grade Level: 10-12

Price: $80.00

Type: Slides/Cassettes

Includes areas such as: jobs and salaries, department managers, checkers, clerks and purchasers, union and company training programs, warehouse jobs, headquarter jobs. Thirty-two color slides plus instructional package.

Title: CAREERS IN INTERIOR DESIGN

Author:

Publisher: Ed. Dimensions Vendor Catalog No.: 417

Grade Level: 8-12

Price: $41.00 Records
$45.00 Cassettes

Type: 2 Filmstrips/Records
2 Filmstrips/Cassettes

Opportunities and requirements for the field are discussed.

Title: CAREERS IN JOURNALISM

Author:

Publisher: Pathescope Vendor Catalog No.: 703C

Grade Level: 7-9

Price: $42.00 Record
$46.00 Cassettes

Type: 2 Filmstrips/Record
2 Filmstrips/Cassettes

Highlights the different kinds of work; the frustrations and the rewards in journalism. From foreign correspondents and editors to specialized writers and broadcasters, interviews enable students to evaluate their own personal abilities and qualifications.

CONTENTS: 2 Filmstrips/2 Records or Cassettes and manual.

703

Title: CAREERS IN LAW ENFORCEMENT — Grade Level: 7-9

Author: — Price: $42.00 Records / $46.00 Cassettes

Publisher: Pathescope — Vendor Catalog No.: 708 / 708C — Type: 2 Filmstrips/Records / 2 Filmstrips/Cassettes

Examines, challenges, functions, drawbacks, and opportunities of police work. Breadth of training and wide scope of activities (not all related to crime and violence) are detailed.

CONTENTS: 2 Filmstrips/2 Records or Cassettes and Manual.

Title: CAREERS IN MARKETING(+ TEACHER'S MANUAL & KEY) — Grade Level: 10-12

Author: Bikkie — Price: $2.13 Teacher's Manual / $2.00 Book

Publisher: McGraw-Hill 1971 — Vendor Catalog No.: 07-005265-4 / 07-005264-6 — Type: Booklet - Teacher's Manual

Occupational manuals + projects in marketing series. See title: Buying and Pricing.

Title: CAREERS IN NURSING

Grade Level: 7-12

Author:

Price: $42.00 Record
$46.00 Cassettes

Publisher: Pathescope

Vendor Catalog No.: 701
701C

Type: Filmstrips/Records
Filmstrips/Cassettes

Interviews clarify functions of a nurse within a health team, the variety of hospital duties and nursing positions outside a hospital. Necessary personal and scholastic qualifications, training and descriptions of classes, lab work and patient contacts are included.

CONTENTS: 2 Filmstrips/2 Records or Cassettes and Manuals.

Title: CAREERS IN SALES

Grade Level: 7-12

Author:

Price: $42.00 Record
$46.00 Cassettes

Publisher: Pathescope

Vendor Catalog No.: 706
706C

Type: Filmstrip/Record
Filmstrips/Cassettes

Interviews discuss personality traits, opportunities, rewards and satisfactions of a sales career.

CONTENTS: 2 Filmstrips/2 Records or Cassettes and Manual.

Title: CAREERS IN SCIENCE AND MATH

Grade Level: 7-9

Author:

Price: $40.00

Publisher: SRA

Vendor Catalog No.:

Type: Kit

Contains occupational briefs, job family booklets and posters compiled for students with mathematical and scientific interests.

Title: CAREERS IN TELEVISION

Grade Level:

Author:

Price: $20.50 Record
$22.50 Cassettes
Filmstrip/Record

Publisher: Educational Dimensions

Vendor Catalog No.: 403

Type: Filmstrip/Cassettes

Traces the production of a television commercial.

Title: CAREERS IN THE WORLD OF COMPUTERS **Grade Level:** 8-12

Author: **Price:** $91.50

Publisher: Ed. Dimensions **Vendor Catalog No.:** 1103 **Type:** 3 Filmstrips/6 Cassettes

Orientation to the nature of computers, their role and career opportunities. Taped interview with workers in the field are included.

Title: CAREERS UNLIMITED **Grade Level:** 7-12

Author: **Price:** $174.00 Complete Program $32.00 per Unit; $5.00 per Cassette

Publisher: Classroom World Productions **Vendor Catalog No.:** 600 **Type:** Cassettes

Familiarizes student with demands, rewards and requirements of 36 high-interest careers. Includes on the job interviews with leaders in the field. Six units can be purchased separately:

UNIT 1 #601		UNIT 2 #602		UNIT 3 #603	
Broadcasting	#601-1	Agriculture	#602-1	Photography	#603-1
Computers	#601-2	Oceanography	#602-2	Transportation	#603-2
Hotel-Motel	#601-3	Law	#602-3	Food Production	#603-3
Restaurants	#601-4	Education	#602-4	Printing-Engraving	#603-
Advertising	#601-5	Engineering	#602-5	Repair Service	#603-5
Beauty Culture	#601-6	Health Education	#602-6	Air Conditioning Refrigeration	#603-6
UNIT 4 #604		**UNIT 5 #605**		**UNIT 6 #606**	
Landscaping-Nursery	#604-1	Plastic Industry	#605-1	Guidance	#606-1
Scientific Research	#604-2	Clothing & Fashion Design	#605-2	Forestry	#606-2
Social Work	#604-3	Librarian	#605-3	Drafting	#606-3
Architecture	#604-4	Recreation	#605-4	Furniture	#606-4
Selling	#604-5	Construction	#605-5	Textiles	#606-5
Secretarial	#604-6	Veterinary Medicines	#605-6	Criminology	#606-6

Title: THE CHANGING WORK ETHIC Grade Level: _____

Author: _____ Price: $37.50

Publisher: Guidance Associates Vendor Catalog No.: 1F-100 360 Type: Filmstrip/Record

PART I: Open ended dramas lead to built-in discussion breaks challenging students to debate: 1. Is hard work the key to success? 2. Is there any kind of honest work you wouldn't do? 3. Are you more or less materialistic than your parents? 4. Would you work if you didn't have to? PART II: Examines rising job dissatisfaction from the worker, consumer, employer viewpoints; explores job enrichment as an approach to strengthening the work ethic.

Title: CHOOSING YOUR CAREER Grade Level: 10-12

Author: _____ Price: $37.50 Record
$41.50 Cassettes

Publisher: Guidance Associates Vendor Catalog No.: 9B-100683
9B-100725 Type: 2 Filmstrips/Record
2 Filmstrips/Cassette

PART I: Describes six general personality types: social, intellectual, conventional, enterprising, realistic, and artistic; and relates them to broad career areas. PART II: Helps students evaluate their own personalities in these terms. Features self-motivated case histories of a narcotics detective, an optometrist, a biochemist, a beautician. Program is designed for use as an introduction to the major occupational files.

97

Title: COLLEGE PLANNING

Grade Level: 10-12

Author:

Price: $25.00

Publisher: Denoyer-Geppert Vendor Catalog No.: 66816 Type: Filmstrips

Analyzes various college curricula and their career relevance, college entrance exams, two year institutions, and the first year in college.

TITLES INCLUDE:
College and Career
Community Colleges and Technical Institutes
College Entrance Examination
Your First Year at College

Title: COMMUNICATIONS IN MARKETING (+ TEACHER'S MANUAL AND KEY)

Grade Level: 10-12

Price: $2.04 Teacher's Manual
$2.00 Students Book

Author: Rowe, K. L.

Publisher: McGraw-Hill 1971 Vendor Catalog No.: 07-054157-4
07-054156-6 Type: Booklet

Occupational manuals and projects in marketing series. See title: Buying and Pricing

Title: COMMUNITY SERIES: AGRICULTURE AND INDUSTRY **Grade Level:** 7-9

Author: **Price:** $64.50 Set

Publisher: McGraw-Hill **Vendor Catalog No.:** 641290-3 **Type:** Filmstrips

Explores the community and how it provides services for the people.

Agriculture and Industry Set includes:

Modern Agriculture
Vegetables and Fruits
Dairy and Beef Cattle
Cotton and Wool Fibers
Modern Industry
Manufacturing Clothing
Building Houses
Manufacturing Trucks

Title: CONSUMER EDUCATION (COMPREHENSIVE CURRICULUM / PROGRAM) **Grade Level:**

Author: **Price:** $296.50

Publisher: Changing Times **Vendor Catalog No.:** **Type:** Multimedia Program: Cassettes, Records, Filmstrips, Printed Material

Resource kits and mini-units within the series highlight important consumer problems for in-depth analysis and inquiry on thirteen different topics from buymanship; credit, banking, saving and investing to environment and insurance. Resource kits and mini-units can be purchased separately.

CONTENTS: 4 Resource Kits (16 units); 12 Mini-Units; 390 Student Booklets (30 copies of 13 different booklets)

99

Title: CONSUMER EDUCATION SERIES **Grade Level:** 12

Author: **Price:** $85.00

Publisher: Doubleday Multi-Media **Vendor Catalog No.:** 73002 **Type:** 6 Filmstrips/Cassettes

TITLES INCLUDED ARE:

The All American Consumer
Decisions, Decisions
Getting ahead of the Game
How To Be A Loser
The Law and Your Pocketbook
Your Money-Now You See It-Now You Don't

Six filmstrips present lessons for the would-be consumer. Explores various methods of investment, sales gimmicks, deceptive advertising. The rights and responsibilities of laborer, supplier, manufacturer, businessman etc. are discussed.

Title: CONSUMER EDUCATION SERIES **Grade Level:** 7-12

Author: **Price:** $84.00 Records
$90.00 Cassettes
6 Filmstrips/6 Records

Publisher: McGraw-Hill 1972 **Vendor Catalog No.:** 103439-0
102342-9 **Type:** 6 Filmstrips/Cassettes

Uses a practical and common sense approach to present consumer information, particularly the wise use of money and the development of a good sense of values in these six areas: The Consumer and The Government; Money is The Medium; Let The Buyer Beware; How To Buy Food; How To Buy Clothes; How to Buy A Used Car.

100

Title: CONSUMERISM: GETTING YOUR MONEY'S WORTH — Grade Level: 10-12

Author: — Price: $100.00

Publisher: Fairchild Visuals — Vendor Catalog No.: — Type: Slides/Cassettes

CONTAINS: 48 color slides, commentary, training aids, and tests.

Uses real-life situations to inform the student of various facets of consumerisn, from the business perspective and the consumer perspective.

Title: CREATING YOUR FUTURE — Grade Level: 7-12

Author: — Price: $237.00

Publisher: Educational Achievement 1972 — Vendor Catalog No.: — Type: Kit: Cassettes, Manuals, Study Guides, Visuals

MODULES INCLUDED ARE:

A. Developing awareness for career commitment
B. Learning habits to build your career
C. Developing a life style for career success
D. Developing leadership skills for career opportunities
E. Planning your future
F. Education for your future

Designed as instructional system to answer questions: "Who am I?" "What do I want from life?" "How do I fulfill my career needs?" Uses inquiry method in areas of attitude formation, interest determination, motivation, goal setting, etc. Thirty audio format lessons designed especially for non-academically oriented adolescents and adults.

Title: DIFFERENT WAYS TO GO TO COLLEGE **Grade Level:** 10-12

Author: **Price:** $37.50 Record
$41.50 Cassettes

Guidance 9B-103 406 2 Filmstrips/Record

Publisher: Associates 1972-3 **Vendor Catalog No.:** 9B-103 414 **Type:** 2 Filmstrips/Cassettes

PART I examines independent study programs, work study courses, degrees based on individual effort. Students describe programs at Antioch, Friends World College and a university without walls program. PART II discusses innovative admissions programs, the expanding role of two year colleges, domestic exchange programs. Undergraduate describe experiences at Rutgers, N.Y.C. Community College, Williams Community College.

Title: A DIRECTION FOR TOMORROW SERIES **Grade Level:** 7-12

Author: **Price:** $59.49 Set/Records
$65.49 Set/Cassettes

Publisher: Bowmar 1970 **Vendor Catalog No.:** see below **Type:** see below

PRICE: $374.79 Complete Program/Records
$412.49 Complete Program/Cassettes

CONTENTS: Each set contains instructors handbook with resource information, six sound filmstrips/record or cassette format. Sixty consumable student career survey sheets.

TITLES INCLUDE:

Set 1	Compassion For People	#637/Record	#662/Cassette
Set 2	The Nation's Builders	#638/Record	#663/Cassette
Set 3	The Age of Electronics	#639/Record	#664/Cassette
Set 4	Man Has Wings	#640/Record	#665/Cassette
Set 5	Cabbages To Kings and Various Things	#641/Record	#666/Cassette
Set 6	The Money Tree	#642/Record	#667/Cassette
Set 7	Jobs For The New Generation	#643/Record	#668/Cassette

The thirty-five careers in this series are based on research of labor trends, needs, and training requirements.

Title: DISCOVERY: A CAREER EDUCATION — Grade Level: 7-12

Author: — Price: $135.50

Publisher: Scholastic — Vendor Catalog No.: 3597 — Type: Kit

TITLES INCLUDE:

Thinking About Personalities
Thinking About Work
Why People Work
Thinking About Goals
Looking At Career Fields
On The Road and In The Plant
Other Career Fields
More Career Fields

CONTENTS: 8 Filmstrips/8 Records or Cassettes; student log books, teacher's guide.

Excellent!

Title: DISCOVERY: A CAREER EDUCATION PROGRAM — Grade Level: 7-12

Author: — Price: $213.00

Publisher: Visual Education — Vendor Catalog No.: — Type: Kit

CONTENTS: 8 Filmstrips/8 Records or 4 Cassettes; 50 spirit masters, activity book, teacher's guide.

Uses documentary and unscripted conversations with more than sixty young working people. Strips 5-8 are a broad survey of major career areas based on United States Office of Education's Occupational Cluster Concept. Includes: Personality; Work Characteristics; Why People Work; Goals, Career Clusters I-IV.

Title: DISTRIBUTIVE EDUCATION SERIES

Grade Level: 9-12

Author:

Price: $16.00 Each/Record
$18.00 Each/Cassette

Publisher: International Film Bureau

Vendor Catalog No.:

Type: Filmstrips/Record
Filmstrips/Cassettes

TITLES INCLUDE:

Marketing Careers
Newspaper Advertising
Point of Purchase Display
Receiving, Checking and Marking Merchandise
Sales Check Procedures

PRICE PER SET: $75.00 Set/Record; $85.00 Set/Cassettes

Five filmstrips to give an overall picture of careers in marketing. Focus is primarily on wholesale and retail distribution, sales checks, newspaper advertising to promote sale of merchandise, displaying merchandise, and procedures used when merchandise is received by the retailer.

Title: DRIVING AS A CAREER SERIES

Grade Level: 7-12

Author:

Price: $32.00 Series
$ 8.00 Each

Publisher: BFA 1968

Vendor Catalog No.: 303000

Type: Captioned Filmstrips

Four captioned filmstrips include:

TRUCK DRIVING: 1. Types of Jobs; 2. Qualifications; 3. Bus Driving; 4. Taxi Driving and Other Driving Jobs

Title: DROPPING OUT: ROAD TO NOWHERE

Grade Level: 10-12

Author:

Price: $37.50 Records
$41.50 Cassettes

Publisher: Guidance Associates

Vendor Catalog No.: 9B101-103
9B101-145

Type: Filmstrips/Records
Filmstrips/Cassettes

Dropouts who have returned to school articulate reasons most youngsters quit; describe menial jobs, insecurity, closed doors they found on the outside. Employers explain why diplomas indicate reliability, intelligence, self respect. PART II Shows students how automation is rapidly eliminating unskilled jobs, emphasizes employer suspicion of dropouts; points out that diplomas prove ability to learn.

AIDES, PARENTS, VOLUNTEERS

Title: EARLY CHILDHOOD: A TRAINEE PROGRAM FOR TEACHERS./

Grade Level: 10-12

Author:

Price: $145.00

Publisher: Childhood Resources 1969

Vendor Catalog No.: J-100

Type: Kit

Treats the following subjects: A Classroom Planned For Learning; Focus On Development; Focus On Art and Focus On Discipline. Each segment consists of twenty slides with cassette and printed narrative, and trainers booklet.

Title: ECONOMICS OF MARKETING (+TEACHER'S MANUAL AND KEY) **Grade Level:** 10-12

Author: _____ **Price:** $2.00 Teacher's Manual
$1.89 Student Booklet

Publisher: McGraw-Hill 1971 **Vendor Catalog No.:** 07-035019-1
07-035018-3 **Type:** Booklet
Manual

Occupational manuals and projects in marketing series. See title: Buying and Pricing.

Title: EDUCATIONAL FIELD TRIPS FOR YOUNG CHILDREN **Grade Level:** 1-12

Author: _____ **Price:** $52.00

Publisher: Child Resources 1970 **Vendor Catalog No.:** J102 **Type:** Kit

Sensitive look about the field trip in early childhood education. Offers suggestions for successfully completing the following phases of the field trip: selection, planning, execution and follow-up.

CONTAINS: Forty color slides, cassette and printed narrative.

Title: EMPLOYMENT OPPORTUNITIES **Grade Level:** 7-12 (Special Ed.)

Author: **Price:** $63.00

Publisher: Avid **Vendor Catalog No.:** A3000-G **Type:** Filmstrips/Record

INCLUDES:

Clerical and Stock Work
Jobs For Young Men
Working In A Hospital
Working In A Laundry & Dry Cleaning Plant
Working With Cars
Working With People

Aimed at occupations suitable for the educable mentally retarded child. Over-views 39 job classifactions in which the slow learner can achieve success.

Title: EXPLORING CAREERS **Grade Level:** 7-12

Author: **Price:** $35.00

Publisher: Educational Design **Vendor Catalog No.:** EDI 310 **Type:** Spirit Master Book and Teacher's Manual

Activities oriented career education package designed to guide student in obtaining a variety of information to make successful career decisions.

Title: EXPLORING CAREERS, GROUP I

Grade Level: 5-12

Author:

Price: $54.50 Record
$60.50 Cassette
Filmstrips/Records

Publisher: SVE

Vendor Catalog No.: J610-SAR
J610-SATC

Type: Filmstrips/Cassettes

CONTENTS: 6 Filmstrips, 3 Records or Cassettes, 6 Teacher's Guides

Provide facts to help students evaluate the opportunities for satisfaction, success and the possibilities of entering the following fields: Telephone Installer; Broadcast Technician; Newspaper Reporter; Automotive Mechanic; Airline Cabin Attendant; Long Haul Truck Driver.

Title: THE FASCINATING WORLD OF WORK: CAREER AWARENESS

Grade Level:

Author:

Price: $100.00

Publisher: Media, Inc.

Vendor Catalog No.:

Type: Kit: Objectives, skits, Sound Filmstrips

Intended to realistically present careers according to work with people, data, or things. Advantages or disadvantages are outlined and student evaluates careers. One of the best overall kits previewed. This kit should be in all Career Educational Resource Centers. Kit includes: The Fascinating World of Sales; The Fascinating World of Accounting; The Fascinating World of Mechanics.

Title: FIELD TRIPS OUT OF THE ORDINARY **Grade Level:** 7-12

Author: **Price:** $58.50 Complete Set
$13.00 Each

Publisher: Eye Gate **Vendor Catalog No.:** TX338 **Type:** Filmstrip/Cassette

TITLES INCLUDE:

A Field Trip To An Oil Well	#X338A	A Field Trip To A Lumber Mill	#X338D
A Field Trip To A Coal Mine	#X338B	A Field Trip To A Nuclear Plant	#X338E
A Field Trip To A Steel Mill	#X338C	Science For The Future: An Oceanographic Institute	#X338F

Designed to take students on "field trips" to places normally inaccessible to them. Excellent! This should be in every Career Education Resource Center.

Title: FINDING YOUR JOB **Grade Level:** 7-12

Author: **Price:** $24.50 per Unit

Publisher: Finney Co. **Vendor Catalog No.:** **Type:** Booklets

Designed to help slow learners and special education students find suitable jobs after school. Divided into six units with sixty job briefs each.

Title: FOCUS ON GUIDANCE **Grade Level:**

Author: **Price:** $10.50

Publisher: Love Pub. Company **Vendor Catalog No.:** 6800 **Type:** Newsletter (monthly)

Designed to provide counselor with current developments in the Guidance Field.

Title: GREGG FILING TRANSPARENCIES: VOL. I ALPHABETIC INDEXING / VOL. II SYSTEMS AND PROCEDURES **Grade Level:** 10-12

Author: Kahn and Stewart **Price:** $87.50 Each Volume

Publisher: Gregg/McGraw-Hill **Vendor Catalog No.:** 07067510-Y 07-089311-X **Type:** Transparencies

VOL. I: Each of the transparencies is devoted exclusively to the presentation; illustration, and immediate application of one indexing rule.

VOL. II: Presents and illustrates such topics as: steps involved in filing both cards and correspondence records in alphabetic, numeric, geographic and subject systems.

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Title: HEALTH CAREERS KIT **Grade Level:** 7-12

Author: **Price:** $37.20

Publisher: Careers, Inc. **Vendor Catalog No.:** **Type:** Kit

Contains over 120 career pamphlets in health professions: skilled, technical, professional, and semi-professional. Yearly updates; $6.45 per year.

Title: HELLO, WORLD! **Grade Level:** 7-12

Author: Field **Price:** $2.25 Each

Publisher: Educational Pub. **Vendor Catalog No.:** see below **Type:** Set of Books

AREAS COVERED INCLUDE:

Public Services	#01401	Business Services	#01406
Transportation	#01402	Technical Services	#01407
Communications	#01403	Food & Lodging Services	#01408
Health Services	#01404	Marketing	#01409
Environmental Control	#01405	Program Guide @ $.75	#01410

Program consists of nine pupil books and program guide aimed at career exploration. Format flexible for independent or group study. Each unit contains quotes from teenagers exploring the fields, over-view, general information on job trends and variety of careers within cluster. Each unit also contains detailed job information, photo essays, and study questions.

Title: A HIGHWAY TO WORK AND PLAY **Grade Level:** 5-8

Author: **Price:** $32.00 Each (of 6 awareness/grade/level)

Publisher: McKnight 1974 **Vendor Catalog No.:** **Type:** Booklets

Designed to help elementary students develop an awareness and understanding of themselves and others; the purpose, meaning and value of daily activities; the reasons for future activities; the purpose of formal education and an understanding of the world of work in which they live. A set devised for six different awareness levels (to correlate with appropriate grade level).

CONTENTS: A set of 32 copies of 16 four-page issues plus teacher's guide.

Title: HOFFMAN CAREER INFORMATION LIBRARY

Grade Level: 7-12

Author:

Price: $ 9.95 (100 or more)
$10.95 Each

Publisher: Hoffman Occupational Learning Systems 1974 **Vendor Catalog No.:**

Type: Kits

Contains 200 individual career counseling modules. Each contains a career profile that lasts about two minutes answering questions about salary, etc., in addition to other materials. Can be purchased individually in sound/filmstrip; a sound/slide format at $10.95 each. List of titles available follows:

CAREERS: SERIES 100

Accountant-001
Admitting Clerk-002
Aircraft Engine Mechanic-082
Aircraft Fuel Serviceman-083
Airline Pilot-084
Airline Stewardess-085
Airline Ticket Agent-003
Animal Keeper-100
Auto Body Repairman-087
Auto Mechanic-088
Auto Muffler Installer-089
Auto Parts Counterman-090
Auto Upholsterer-091
Baker-195
Bank Officer-004
Bank Teller-005
Barber-166
Billing Clerk-006
Biochemist-116
Boat Builder-059
Cabinet Maker-196
Cable Splicer-039
Chemist-120
Clerk Typist-008
Combination Welder-069
Cook-Chef-163
Cosmotologist-167
Dairy Herdsman-102
Dental Assistant-142
Dental Hygienist-143

- Continued -

Title: HOFFMAN CAREER INFORMATION LIBRARY - CONTINUED **Grade Level:** 7-12

Author: Hoffman Occupational Learning **Price:** $ 9.95 (100 or More) $10.95 Each

Publisher: Systems 1974 **Vendor Catalog No.:** **Type:** Kits

CAREERS: SERIES 100 Continued:

Dental Lab Technician-144
Dentist-145
Dietician-146
Draftsman-031
Driver Salesman-168
Electrical Assembler-071
Electrical Engineer-040
Electrocardiograph Technician-147
Electronic Technician-041
Electroplater-072
Fireman-136
Floor Covering Installer-197
Florist-106
Forklift Operator-033
Frameman (Telephone)042
Furniture Salesman-171
Hardware Salesman-172
Hatchery Manager-110
Hatchery Machine Operator-109
Heavy Equipment Operator-065
Helicoptor Pilot-096
Hotel Clerk-104
Insurance Agent-Life-174
Key Punch Operator-015
Lensgrinder-074
Librarian-178
Licensed Vocational Nurse-148
Litho Cameraman-044
Lithographer-205
Locksmith-179
Machinist-075
Market Research Analyst-034
Meat Cutter-111
Medical Lab Assistant-149

- Continued -

Title: HOFFMAN CAREER INFORMATION LIBRARY - CONTINUED **Grade Level:** 7-12

Author: **Price:** $ 9.95 (100 or More) $10.95 Each

Publisher: Hoffman Occupational Learning Systems 1974 **Vendor Catalog No.:** **Type:** Kit

CAREERS: SERIES 100 CONTINUED:

Medical Records Clerk-017
Medical Technologist-151
Model-188
New Accounts Clerk-018
Nurses Aid-152
Optometrist-154
Painter-190
Pharmacist-156
Photographer-047
Physical Therapist-158
Policeman-141
Postal Clerk-020
Printing Pressman-048
Proof Machine Operator-021
Purchasing Agent-202
Radiologist Technician-160
Radio-TV Service Technician-049
Receptionist-022
Registered Nurse-161
Reporter-051
Secretary-204
Sheet Metal Worker-079
Swimming Pool Serviceman-200
Tailor-185
Technical Illustrator-054
Telephone Lineman-056
Telephone Operator-024
Telephone Service Representative-025
Telephone Supplyman-057
Tool Die Maker-080
Traffic Rate Clerk-027
Travel Agent-098
Veterinarian-114
Waiter/Waitress-165
Warehouseman-038
Watchmaker-186

- Continued -

Title: HOFFMAN CAREER INFORMATION LIBRARY - CONTINUED **Grade Level:** 7-12

Author: **Price:** $ 9.95 (100 or More) $10.95 Each

Publisher: Hoffman Occupational Learning Systems 1974 **Vendor Catalog No.:** **Type:** Kit

CAREERS: SERIES 200

Able Seaman-115
Air Conditioning & Refrigeration Mechanic-132
Air Traffic Controller-081
Architect-058
Auto Air Conditioning Mechanic-086
Bellman-162
Biologist-118
Boilermaker-117
Bookkeeper-007
Bricklayer-060
Building Inspector-061
Bus Driver (Commercial)-092
Buyer-028
Captain (Ship)-119
Carpenter-062
Car Rental Representative-093
Cellerman, Winery-101
Cement Mason-043
Chemical Engineer-133
Civil Engineer-063
Coin Vending Machine Mechanic-070
Commercial Artist-029
Conductor, Railroad-094
Copywriter-030
Court Reporter-009
Data Processing Equipment Technician -032
Data Processing Programmer-010
Egg Ranch Manager-103
Electrical Appliance Repairman-169
Electrician-Construction-064
Employment Counselor-170
Enologist (Wine Maker)-104
Escrow Officer-011
Exterminator-134
Farm Equipment Operator-105
File Clerk-012

- Continued -

Title: HOFFMAN CAREER INFORMATION LIBRARY - CONTINUED **Grade Level:** 7-12

Author: **Price:** $ 9.95 (100 or More)
$10.95 Each

Publisher: Hoffman Occupational Learning Systems 1974 **Vendor Catalog No.:** **Type:** Kit

CAREERS: SERIES 200 - Continued

Film Library Clerk-013
First Mate-122
Fish and Game Warden- 123
Fisherman-124
Furniture Upholsterer-073
Geologist-107
Grocery Checker-095
Groundsman-108
Highway Patrolman-137
Home Economist-198
Installment Loan Specialist-173
Insurance Claims Adjuster-175
Interior Designer-176
Juvenile Officer-138
Lawyer-177
Legal Secretary-016
Mail Carrier-139
Map Draftsman-125
Medical Record Librarian-150
Meter Reader-140
Molder Coremaker-076
Moldmaker Plastics Industry-077
Mortician-180
Multilith Operator-045
Musician-189
Navigator-126
New Car Salesman-181
Occupational Therapist-153
Oceanographer-127
Office Machine Serviceman-019
Orderly-155
Park Ranger-112
Personnel Administrator-035
Photo Engraver-046
Physician-157
Plasterer-066
Plumber-067
Psychologist-159

- Continued -

Title: HOFFMAN CAREER INFORMATION LIBRARY - CONTINUED **Grade Level:** 7-12

Author: **Price:** $ 9.95 (100 or More) $10.95 Each

Publisher: Hoffman Occupational Learning Systems 1974 **Vendor Catalog No.:** **Type:** Kit

CAREERS: SERIES 200 - Continued

Quality Control Inspector-078
Radio Announcer-050
Radioman-Sea-128
Real Estate Appraiser-182
Recreation Worker-164
Rod and Chainman-068
Sales Clerk-036
Securities Salesman-183
Service Writer-184
Set Designer-192
Shipfitter-129
Sign Painter-052
Stage Lighting Man-193
Stage Worker-194
Stenographer-023
Stock Clerk-037
Swamper Loader-113
Tape Editor-053
Taxi Cab Driver-097
Technical Director-187
Technical Writer-055
Title Examiner-026
Truck Driver-Long Haul-099
Urban Planner-135
Wig Stylist-130
Zoological Researcher-131

NOTE: Available as individual modules (sound/filmstrip and sound/slide format) quantity 0-99-$10.95 Each. 100 or more $9.95 Each.

Title: HOW TO SURVIVE IN COLLEGE **Grade Level:** 10-12

Author: **Price:** $84.00

Publisher: Teaching Resources/ 1971 **Vendor Catalog No.:** 310 **Type:** Kit

Five hours of lectures designed to double learning abilities, increase listening skills, develop confidence in test situations, improve reading speed and comprehension, improve test scores and increase the effectiveness of study.

CONTENTS: 8 Cassettes, 9 60-page workbooks, binder, and teacher's guide.

Title: HOW TO WRITE A SUCCESSFUL JOB RESUME **Grade Level:** 10-12

Author: **Price:** $9.00

Publisher: Alumnae Advisory Center, Inc. **Vendor Catalog No.:** **Type:** Cassette

An audio cassette tape that tells you how to select the parts of your background that will show the employer you can do the job; write resumes for different jobs, describe volunteer work so it will be recognized as experience, put your resumes to work for you.

Title: INDUSTRIAL CAREERS KIT **Grade Level:** 7-12

Author: **Price:** $45.00

Publisher: Careers **Vendor Catalog No.:** **Type:** Pamphlets

Contains over 150 semi-skilled, skilled and technical career briefs. Card file format. Yearly subscription $8.10.

Title: INVESTIGATING COMPUTER SYSTEMS **Grade Level:** 10-12

Author: **Price:** $395.00 Complete Set
$ 30.00 Each Individual Lesson.

Publisher: Mealey **Vendor Catalog No.:** **Type:** Filmstrips/Cassettes

UNITS AND LESSONS INCLUDE:

UNIT A-COMPUTERS & BUSINESS $108.00

1. What is a computer system?
2. Computer-based business organizations.
3. Editing & error prevention.
4. Auditing the system and the staff.

UNIT B-CODES-PLAIN AND FANCY $135.00

1. What is a code?
2. The punched card or Hollerith code.
3. Binary arithmetic.
4. Binary coded decimal.
5. Data storage media

UNIT C - TALKING TO COMPUTERS $ 81.00

1. Computer communications.
2. Time-sharing systems.
3. Cool ways to commensurate.

UNIT D - COMPUTER PROGRAMMING $ 81.00

1. Socrates-on how to clean a motel.
2. A basic program.
3. Computer language compositors.

A programmed media course designed to help solve the computer personnel training crisis.

Title: JOB ATTITUDES Grade Level: 9-12

Author: Guidance Associates Price: $41.50 Each

Publisher: Guidance Associates 1970 Vendor Catalog No.: Type: Filmstrips/Cassettes

TITLES:

A Job That Goes Someplace	9B 102275	Trouble At Work	9B 100337
Liking Your Job and Your Life	9B 102671	Why Work At All?	9B 106318
On The Job: Four Trainees	9B 101285		

Five in-depth motivational programs to help young people explore personal and social values they must deal with as they enter the world of world.

" . . . excellent discussion stimulant for distributive education programs and courses in business, secretarial skills, and social studies on the high school and junior college level."

Title: JOB EXPERIENCE KIT Grade Level: 7-12

Author: Price: $140.00

Publisher: SRA 1970 Vendor Catalog No.: 5-4000 Type: Kit

CONTENTS: 30 answer sheets and user's guide for each of the following occupations: accountant, appliance serviceman, auto mechanic, beautician, carpenter, designer, draftsman, electronics technician, elementary school teacher, lawyer, librarian, medical technologist, motel manager, plumber, police officer, salesperson, secretary truck driver, veterinarian, x-ray technician.

Work-simulation experiences in twenty representative occupations using problem-solving approach as needed in each occupation. Good for on hands experiences with different kinds of jobs.

Title: JOB EXPERIENCE ANSWER SHEETS Grade Level: 7-12

Author: Price: $10.80

Publisher: SRA 1970 Vendor Catalog No.: 5-4005 Type: Kit

Complete set of twenty pads of answer sheets to supplement Job Experience Kits (#5-4000).

Title: JOB FAMILY SERIES Grade Level: 7-12

Author: Price: $24.25

Publisher: SRA Vendor Catalog No.: 5-600 Type: Booklets

Set of twenty booklets grouped by jobs, at all educational levels, with common interests and skills. Descriptions of work situations through interviews and observation.

Title: JOB FINDING

Grade Level: Secondary

Author:

Price: $37.50

Publisher: Danoyer-Geppert

Vendor Catalog No.: 66820

Type: Filmstrips

TITLES INCLUDE:

Your Job Outlook
How To Find A Job For Yourself
How To Get A Job And Keep It
So You Want A Summer Job
The Job Interview
When You Go To Work

Discusses career choice as it relates to job opportunity, finding jobs, successfully performing a job, summer jobs, job interviews, etc.

Title: JOB HUNTING: WHERE TO BEGIN

Grade Level:

Author:

Price: $37.50 Records
$41.50 Cassettes
Filmstrips/Records

Publisher: Guidance Associates 1972-73

Vendor Catalog No.: 9B 102289
9B-102267

Type: Filmstrips/Cassettes

Helps work-bound youngsters prepare to organize and conduct an effective job search. PART I: covers private and public employment agencies, fees, meaning of fee-paid, fee-returnable; phoning, personal interviews, newspaper ads, training programs, apprenticeships, civil service, school guidance personnel. Emphasizes assembling many options; learning about jobs beforehand. PART II: Dramatizes specific problems that most often arise in the job hunt. 126

Title: JOB OPPORTUNITIES NOW, GROUP I

Grade Level: 9

Author:

Price: $52.80 Set/Records
$58.50 Set/Cassettes
Filmstrips/Record

Publisher: SVE 1970 **Vendor Catalog No.:** J612-SAR J612-SATC **Type:** Filmstrips/Cassettes

CONTENTS: 6 Filmstrips/3 Records or Cassettes; 6 Teacher's Guides.
$7.50 each Filmstrip/Teacher's Guide; $4.00 each Record; $6.00 each Cassette.
On-site photographs and narration stress jobs not requiring a college degree but the necessity for acquiring skills, proper work attitudes and education.

THE KIT INCLUDES:

Requirements In The World of Jobs	#612-1	Job Opportunities In A Hospital	#612-4
Achieving Success	#612-2	Job Opportunities In A Department Store	#612-5
Job Opportunities In A Restaurant	#612-3	Job Opportunities In A Supermarket	#612-6

Title: JOB OPPORTUNITY SERIES **Grade Level:** Secondary

Author: **Price:** $22.00 Each

Publisher: Encyclopedia Brittanica **Vendor Catalog No.:** **Type:** Filmloops

Complete set contains fifty 8MM films for the p rpose of first-hand observation of how jobs are performed. Sampling includes manuel, technical and professional jobs broken down in the following areas: government, manufacturing, professional and related occupations, sales occupations, service occupations, skilled and manual occupations, transportation, community and public utilities.

TITLES INCLUDE:

Mail Carriers	#S81241	Surveyors	#S81247
Postal Clerks	#S81242	Salesmen & Saleswomen In Retail Stores	#S81249
Assembly Occupations-Electronics	#S81237	Cooks And Chefs	#S81227
Machining Occupations-Electronics	#S81238	Cosmetologists	#S81229
Dental Assistants	#S81236	Firefighters	#S81214
Dental Hygienists	#S81216	Policemen & Policewomen	#S81215
Dental Lab Technicians	#S81217	Waiters & Waitresses	#S81228
Forestry Aids	#S81213	Air-Conditioning & Refrigeration Mechanics	#S81221
Medical Laboratory Technologists	#S81219	All-Round Machinists	#S81246
Nurses, Licensed Practical	#S81218	Appliance Servicemen	#S81235
Nurses, Registered Professional	#S81220		
Photographers	#S81248		

- CONTINUED

Title: JOB OPPORTUNITY SERIES (continued) **Grade Level:** Secondary

Author: **Price:** $22.00 Each

Publisher: Encyclopedia Brittanica **Vendor Catalog No.:** **Type:** Filmloops

Automotive Body Repairmen	#S81222	Truckdrivers, Over-The-Road	#S81209
Automobile Mechanics	#S81223	Truck Mechanics & Bus Mechanics	#S81225
Bricklayers	#S81200	Vending Machine Mechanics	#S81226
Bus Drivers, Local Transit	#S81212	Welders-Oxygen & Arc Cutters	#S81245
Carpenters	#S81201	Airplane Mechanics	#S81234
Cement Masons	#S81202	Customer Service Occupations (Electric Power Industry)	#S81240
Dispensing Opticians & Optical Laboratory Mechanics	#S81244	Linemen & Cable Splicers	#S81231
Electricians	#S81207	Stewardesses	#S81233
Gasoline Service Station Attendants	#S81243	Telephone & PBX Installers & Repairmen	#S81232
Glaziers	#S81203	Telephone Craftsmen	#S81230
Operating Engineers	#S81204	Transmission & Distribution Occupations (Electric Power Industry)	#S81239
Painters & Paperhangers	#S81205		
Plumbers & Pipefitters	#S81206		
Routemen	#S81211		
Sheet Metal Workers	#S81208		
Television & Radio Service Technicians	#S81224		
Truckdrivers, Local	#S81210		

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Title: JOBS AND CAREERS **Grade Level:** 7-12

Author: **Price:** $54.00 Set

Publisher: Changing Times **Vendor Catalog No.:** **Type:** Kit

INCLUDES: 40 booklets (reprints); 1 transparency; 1 duplicating master; teacher's guide.

TITLES:

JOBS: An Updated Look Into The Future	$ 8.00
How On Earth Do Working Wives Manage?	8.00
Have An Employment Agency To Find You A Job?	8.00
How Much Do Fringes Boost Your Pay?	10.00
Now At Last Better Jobs For Women	10.00
Schools Give Better Job Training Now	$10.00

Title: JOBS AND GENDER **Grade Level:** 7-9

Author: **Price:** $37.50 Records
$41.50 Cassettes
Filmstrips/Records

Publisher: Guidance Associates **Vendor Catalog No.:** 9B103-349
9B103-356 **Type:** Filmstrips/Cassettes

In depth interviews challenge stereotypes about "men's work" and "women's work". A carpenter discusses how she entered her trade, relations with co-workers, responsibilities as a mother, and carpentry as a field for women. A male nurse talks about his humanitarian motives, increase in male nurses, clinical and administrative duties., etc.

Title: JOBS IN PRINTING

Author:

Publisher: Coronet 1971 Vendor Catalog No.: S 228 M 228

Grade Level: 7-12

Price: $67.00 Records $90.00 Cassettes

Type: 8 Filmstrips/4 Records 8 Filmstrips/8 Cassettes

Shares on-the-job-workers who explain and demonstrate duties, demands, and rewards. Highlights technical skills needs, equipment operation.

Title: JOBS IN HEALTH SERVICE

Author:

Publisher: Coronet 1971 Vendor Catalog No.: S 213 M 213

Grade Level: 7-12

Price: $67.00 Records $90.00 Cassettes

Type: 8 Filmstrips/4 Records 8 Filmstrips/4 Cassettes

Sound filmstrips of on-site visits to workers in the field. Conclusively discusses rewards, responsibilities, training, etc.

Title: JUNIOR HIGH CAREER DESK-TOP KIT — Grade Level: 7-12

Author: — Price: $123.00

Publisher: Careers, Inc. — Vendor Catalog No.: — Type: Kit

Card file format - price includes one years subscription fee. Yearly subscription for eight monthly updating packets is $43.20 per year. Lists over 1,000 professions and careers.

Title: KEYS - CAREER EXPLORATION PROGRAM — Grade Level: 6-12

Author: — Price: $106.00

Publisher: SRA 1972 — Vendor Catalog No.: 5-3050 — Type: Kit

CONTENTS: 10 Filmstrips, Cassettes, Guide and Manual. Introduces ten job families based on interests (as measured by The Kuder E Interest inventory). Actual on-the-job interviews selected to demonstrate the variety of careers in each family at different education levels.

Title: KNOW: KNOWLEDGE NEEDED TO OBTAIN WORK **Grade Level:** 7-9

Author: **Price:** $50.00

Publisher: SRA 1973 **Vendor Catalog No.:** 5-75 **Type:** Kit

Overhead transparency program that illustrates in seven segments how to select a job and how to apply for it. Accompanying text elaborates.
Wallet cards also available in Spanish.
CONTENTS: 64 Transparencies; Text in looseleaf binder; Wallet cards (key statements).

Title: LEISURE TIME: BUSY OR BORED? **Grade Level:** 9-12

Author: **Price:** $55.50 Set / $13.00 Each

Publisher: Eye Gate 1971 **Vendor Catalog No.:** Series TX 216 **Type:** Filmstrip/Cassette

TITLES INCLUDE:

Work For What?	#X216A	Leisure On A Shoestring	#X216D
Killing Time and Yourself	#X216B	Have You Tried --- ?	#X216E
Free Time Is Not So Free	#X216C	Time To Be Yourself	#X216F

Treats leisure time as an individual problem and aims to develop individual understanding of the problem.

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Title: MODERN CONSUMER EDUCATION AND SUPPLEMENT ONE **Grade Level:** 7-9

Author: **Price:** $237.00 Total Program
$ 74.50 Supplement

Publisher: Grolier Ed. Corp. **Vendor Catalog No.:** **Type:** Filmstrips/Cassettes, Charts, Manuals, Student Record Books, Instructions.

A practical, real-life approach to career education through economic awareness and understanding.

Module 1.	Food, Clothing and Shelter	$44.00	Module 6. Ways To Shop	$72.00
Module 2.	Cars, Furniture and Appliances	$48.00	Supplement 1 -	$74.50
Module 3.	Protecting Family Health and Security	$52.00		
Module 4.	You and The Law	$38.00		
Module 5.	Ways To Handle Money	$42.00		

Title: MOTIVATION FOR CAREER SUCCESS **Grade Level:** 7-12

Author: **Price:** $285.00

Publisher: Educational Achievement 1972 **Vendor Catalog No.:** **Type:** see below

Materials: 30 Cassettes, Manuals, Supplementary Material, Visuals, Cassette Player.

Program designed to present concepts that are critical to career success through inquiry method and motivate student to explore strengths and weaknesses.

MODUL S INCLUDE:

A. Developing Commit ent For Career Success.
B. Developing Habits For Career Success.
C. Developing A Life-Style For Intelligent Action
D. Developing Leadership Ability For Career Success.
E. Planning For Career Success.
F. Education For Career Success.

Title: MY EDUCATIONAL PLANS

Grade Level: 7-9

Author:

Price: $2.55

Publisher: SRA 1970

Vendor Catalog No.: 5-729

Type: Booklets

Fifteen complete self-appraisal inventories help student plan a realistic high school program. Sixty-six pages.

Title: NEW ROCHESTER OCCUPATIONAL READING SERIES: THE JOB AHEAD - LEVELS I, II, & III

Grade Level: 7-9

Author:

Price: see below

Publisher: SRA 1963

Vendor Catalog No.: see below

Type: Textbook, Exercise Books, Teacher's Guide

PRICE: Textbook (each level) $5.18; Set (5) of Exercise Books $3.80; Teacher's Guide (each level) $1.46.

LEVEL I: Grade 2 Reading Level - Text #5-1911; Exercise Books #5-1917; Teacher's Guide (for all three levels) #5-1901;

LEVEL II: Grades 3 and 4 Reading Level - Text #5-1921; Exercise Books #5-1927;

LEVEL III: Grades 4 and 5 Reading Level - Text #5-1931; Exercise Books #5-1937;

Stories emphasize attitudes and skills for success on the job and in society. Printed at three reading levels (grades 2-5) but all having same subject matter, sequence and illustrations. Aimed at non-academic student, potential dropout, etc.

Title: THE NEWSPAPER IN AMERICA

Author:

Publisher: SVE 1969 **Vendor Catalog No.:** 161-SAR 161-SATC

Grade Level: 7-12

Price: $52.50 Records/Set
$58.50 Cassettes/Set
Filmstrips/Records/Set

Type: Filmstrips/Cassettes/Set

PRICE: $7.50 Each Filmstrip; $4.00 Each Record; $6.00 Each Cassette.
CONTENTS: 6 Filmstrips/3 Records or Cassettes, 6 Teacher's Guides.
Presents people who make up newspaper staffs and their responsibilities in the following titles:

Reading Daily Newspapers	#161-1	Understanding Feature Stories	#161-4
Weeklies and Other Publications	#161-2	Preparing News For Print	#161-5
Writing For Newspapers	#161-3	The Finished Newspaper	#161-6

Title: NURSING AS A CAREER SERIES

Author:

Publisher: BFA 1968 **Vendor Catalog No.:** 307000

Grade Level: 7-12

Price: $40.00 Series
$ 7.25 Each

Type: Filmstrips

Five captioned filmstrips include: REGISTERED NURSES: 1. Types of Jobs and Opportunities; 2. Qualifications and Education; 3. Licensed Practical Nurse; 4. Nursing Assistant; 5. Dental Hygienist.

Title: OCCUPATIONAL EXPLORATION KIT **Grade Level:** 9-12

Author: **Price:** $123.00

Publisher: SRA 1971 **Vendor Catalog No.:** 5-1000 **Type:** Kit

CONTENTS: OccuScan Coding Device; 400 Occupational Briefs; 20 Job Family Booklets; Guidance Series Booklets; 25 Student Record Books; Guide for Counselors and Teachers.

Uses OccuScan coding device to help student explore a wide variety of occupations, the abilities and education required, the earnings and outlook; all in relation to the students own skills, objectives and interests. Includes jobs related by interests and skills, how personality and interests relate to career choice, school subjects as related to careers, part-time jobs and job hunting. Subscription to Guidance Service can keep kit up-to-date.

Title: OCCUPATIONAL VIEW DECK **Grade Level:** 7-12

Author: **Price:** $85.00

Publisher: Chronicle Guidance **Vendor Catalog No.:** 903 D **Type:** Kit

A tool for discovering occupations which match a student's interests and temperament. Contains: Criteria Cards, Temperament Check List, Preference Forms, Occupational Profiles and Storage Box with Viewing Deck.
Recommended for all Career Information Centers.

Title: OCCUPATIONAL WORK EXPERIENCE (FIRST SEMESTER, / SECOND SEMESTER) **Grade Level:** 10-12

Author: **Price:** $2.50 Each

Publisher: Ohio State University 1971 **Vendor Catalog No.:** MS-38 MS-39 **Type:** Woorkbook

To assist instructor working with students not progressing in a regular school program. Topics Include: Orientation; How To Study; Why Stay In School; Labor Regulations, Unions, and Relation; Personal Budgeting; Workman's Compensation, etc.

Title: OCCUPATIONS Grade Level: 10-12

Author: Price: $1.50

Publisher: New Readers Press 1972 Vendor Catalog No.: 493 Type: Book

Guide to careers in these areas: Service in Government; Paraprofessional, Clerical; Hotel and Restaurant; Driving; and Skilled Occupations.

Title: ON THE JOB: FOUR TRAINEES Grade Level: 10-12

Author: Price: $37.50

Publisher: GUIDANCE ASSOCIATES Vendor Catalog No.: 1F-101285 Type: Filmstrips/Cassettes

Built around candid interviews and on-location photos; program sparks student identification with: A nurses aide in an upgrading licensed practical nurse program; A student in hotel management training; A gas utilities trainee learning on the job; An apprentice machinist undergoing formal factory training.

Title: OPPORTUNITIES IN RETAILING

Grade Level: 7-12

Author:

Price: $3.00

Publisher: J. Weston Welch

Vendor Catalog No.:

Type: Posters

Eighteen posters describe job openings in retailing; what kind of person should be in a particular field and what skills and training are necessary. Shortcomings and rewards are included for jobs in these categories: Selling; Non-Selling; Management; Proprietorship; Publicity; Merchandising and Control.

Title: ORGANIZATION FOR MARKETING (+ TEACHER'S MANUAL AND/ KEY)

Grade Level: 10-12

Author: Ely, V. K.

Price: $1.89 Booklet
$2.00 Teacher's Manual

Publisher: McGraw-Hill 1971

Vendor Catalog No.: 07-019305-3
07-019306

Type: Booklet
Teacher's Manual

Occupational Manuals and Projects In Marketing Series. See title: Buying and Pricing.

Title: PEOPLE WHO INFLUENCE OTHERS **Grade Level:** 10-12

Author: **Price:** $45.00

Publisher: Guidance Associates 1973 **Vendor Catalog No.:** 1F-301869 **Type:** Filmstrips/Cassettes

Introduces a model and cosmetics demonstrator who talks about selling products she believes in; an advertising executive who's working on a public service campaign for a city zoo; a county agent who invites students to a dairy farm where he helps farmers improve their farming methods. Program emphasizes qualities of gregariousness, self-confidence, sensitivity, empathy, and leadership.

Title: PEOPLE WHO MAKE THINGS

Grade Level: 7-12

$240.00 Set

Author:

Price: $ 24.00 Each

Publisher: BFA 1973 Vendor Catalog No.: 4A-5000 Type: 8MM Loops

Ten 8MM film loops explore these occupations: Machinist; Baker; Carpenter; Ironworker; Ceramist; Tailor; Bricklayer; Upholsterer; Framemaker; and Plastics Worker.

Title: PEOPLE WHO MAKE THINGS

Grade Level: 7-9

$37.50 Records

Author:

Price: $49.50 Cassettes

4 Filmstrips/Records

Publisher: Guidance Associates/ 1973 Vendor Catalog No.: 9B-301786 9B-301794 Type: 4 Filmstrips/Cassettes

Two skilled construction workers describe their part in assembling DC-10 Airplanes; A chef demonstrates his way of preparing fine foods; A model builder shows how he builds an entire city to scale. Interviews focus on pride of craft, the satisfaction of making useful things, the pleasure many people gain from creating with their hands.

Title: PERSONAL COMMITMENT: WHERE DO YOU STAND? Grade Level: 9-12

Author: Price: $37.50 Record / $41.50 Cassette / 2 Filmstrips/Records

Publisher: Guidance Associates Vendor Catalog No.: 9B 100923 / 9B 100931 Type: 2 Filmstrips/Cassettes

Seven young people discuss personal and social commitment in their own lives; attempt to define "commitment"; "involvement"; "opposition"; "social responsibility"; relate these concepts to active identification with causes and groups. Stressing the value of self awareness, self belief and responsibility, participants explore criteria for positive commitment; discuss ways to evaluate experiences, forsee consequences of specific actions; understand the role of emotion in determining the essential "rightness" of decisions.

Title: PREPARING FOR AN INTERVIEW Grade Level: 7-12

Author: Price: $6.00

Publisher: J. C. Penney 1974 Vendor Catalog No.: 83192 Type: Filmstrip/Record

Presents information on how to evaluate personal qualifications for a job; what types of questions might be asked at an interview, appropriate dress, etc.

Title: PREPARING FOR THE WORLD OF WORK

Grade Level: 9-12

Author:

Price: $37.50 Records
$41.50 Cassettes
Filmstrips/Records

1965 9B-103901

Publisher: Guidance Associates/ **Vendor Catalog No.:** 9B-103927

Type: Filmstrips/Cassettes

Part one offers advice on evaluating one's capabilities and aptitudes; stresses the value of consulting guidance counselors and teachers; introduces vocational education on an integrated learning program involving classroom, shop, laboratory and actual job situations. Part two investigates the five major areas of vocational education: Home Economics; Trade and Industry; Argriculture; Distributor; Business and Office. Student teacher and employer interviews emphasize the availability and effectiveness of such training.

PREPARING FOR WORK I

Title: PREPARING FOR WORK II

Grade Level: 10-12

Author:

Price: $37.50 (I) $25.00 (II) $6.25 Each Filmstrip

Publisher: Denoyer Geppert **Vendor Catalog No.:** 67826 67827 **Type:** Filmstrips

TITLES INCLUDED IN I:

The Meaning of Work	#66832	Skills That Pay Off	#66828
Your Life of Work	#66800	Marriage and Career	#66721
Interest Pay Off	#66801	Volunteer Work	#66838

TITLES INCLUDED IN II:

Career Planning Is A Changing World	#66802	Where Will You Live And Work	#66824
How To Study Occupations	#66803	What Vocational Studies Can Do For You	#66829

Work is depicted as the major activity of our lives. Preparation and planning are emphasized.

Title: PROGRAMMED WORK AWARENESS KIT LEVEL B

Grade Level: K-4

Author:

Price: $150.00

Publisher: Chronicle Guidance/ 1973 Vendor Catalog No.: E32B

Type: Kit

The programmed work awareness concept is made operational in this kit by the use of puppets, stories, songs and games. Materials will aid in the introduction of work concepts in your classroom.

Title: RETAILING SERVES THE CONSUMER

Grade Level: 10-12

Author:

Price: $4.25

Publisher: J. C. Penney

Vendor Catalog No.: 82304

Type: Filmstrip/Record

Planned to help young people see how the jobs they might hold in a retailing organization are an important part of a service in the community.

Title: RICHARD ROSEN GUIDANCE SERIES - CAREERS IN DEPTH Grade Level: 10-12

Author: Price: $3.99 Each

Publisher: Richard Rosen Press Vendor Catalog No.: Type: Books (88 In Series)

Written by a specialist in each field; first hand experience presents training, abilities, responsibilities and interests which fit a person for that job. Insights include the advantages and disadvantages, as well as the expected future trends for the specific career discussed. Some of the careers included in the series are: Your Future in Securities; Your Future In Traffic Management; Your Future As A Home Economist; Your Future As A Dental Hygienist.

Title: SCIENCE CAREERS KIT Grade Level: 7-12

Author: Price: $37.20

Publisher: Careers, Inc. Vendor Catalog No.: Type: Pamphlets

Contains over 120 career briefs in card file format in areas of science and engineering. Can be kept up to date for $6.45 per year.

Title: SERVICE STATION PRACTICE SET Grade Level: 10-12

Author: Price: $2.16

Publisher: Southwestern Vendor Catalog No.: A-215 Type: Workbook

A combined cash journal and daily business summary sheets are included. The 78 transactions for June involve use of the credit cards. A work sheet and statement are prepared.

Title: SKILLED AND SEMI-SKILLED OCCUPATIONS Grade Level: 7-12

Author: Price: $3.50

Publisher: J. Weston Welch 1968 Vendor Catalog No.: Type: Posters

Provide insight into eighteen kinds of jobs; what is necessary for success, what kind of person is needed, what questions to ask, pay, other advantages, and how to find out about other occupations.

Title: SMART SPENDING — Grade Level: 7-12

Author: — Price: $65.00

Publisher: EAV — Vendor Catalog No.: 9AK571 — Type: Kit

CONTENTS: Teacher's Guide; 1 Record; 2 Filmstrips; 26 Reusable Booklets; Garment hangtags; Problem Cards; Scripts for Rollplaying; and Catalog Card Kit.
Problem-oriented teaching strategies and illustrative material simulate realistic purchase situations, analyzes deceptive practices in selling and advertising; investigates the use of credit, dramatizes bank loan requests and examines budgeting.
The teacher's guide explains the material and supplies strategies, simulations, questions, projects, correlations with standard textbooks in the field and a complete biography.

PROCESSING

Title: STANDARD DICTIONARY OF COMPUTERS AND INFORMATION/ — Grade Level: 10-12

Author: Weik, Martin H. — Price: $11.95

Publisher: Hayden Book Company — Vendor Catalog No.: X5677-X — Type: Dictionary

Defines and explains more than 10,000 hardware and software terms in general use throughout the field of computers.

Title: TREES FOR 2001 **Grade Level:** 7-12

Author: **Price:** $22.00 Record
$24.50 Cassettes

1973 3D-400380

Publisher: Guidance Associates/ **Vendor Catalog No.:** 3D-400398 **Type:** Filmstrips/Cassettes
Filmstrips/Record

First-person interviews and on-location photography introduce students to the work of rangers, loggers, forest engineers, and technicians, watershed and nursery managers. Produced in cooperation with The American Forest Institute.

Title: TROUBLE AT WORK **Grade Level:** 7-12

Author: **Price:** $37.50

1970

Publisher: Guidance Associates/ **Vendor Catalog No.:** 1F-100337 **Type:** Filmstrips/Records

Dramatizations explore conflict between: the impatient apprentice and stern master mechanic; the family burdened hospital worker and the supervisor faced with absenteeism; the mistake-prone salesgirl and her gruff, non-supportive boss; an ambitious filling station worker and his unmotivated pal. ". . . A relevant and stimulating production for class or individual use in personal and vocational guidance." - Booklist.

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Reading Level

Title: TURNER CAREER GUIDANCE SERIES **Grade Level:** 10-12/ 5-6

Author: **Price:** $2.00 Each Teacher's Guide
$1.16 Each Booklet
Teacher's Guide

Publisher: Follett 1968 **Vendor Catalog No.:** 0606
0600 **Type:** Booklets

Contains 138 structured daily lessons in six workbooks to present a cohesive and integrated program in career planning. Each book treats a different major aspect of career and job experience. Titles include:

Wanting A Job	#0600	Holding A Job	#0604
Training For A Job	#0601	Changing A Job	#0605
Starting A Job	#0602	Teacher's Guide	#0606
Looking For A Job	#0603		

Title: TYPICAL GYPS AND FRAUDS **Grade Level:** 10-14

Author: **Price:** $43.50

Publisher: Changing Times **Vendor Catalog No.:** 2346 **Type:** 2 Filmstrips/Cassettes

Helps students develop a healthy skepticism toward the marketplace. Alerts them to typical gyps and frauds.

Title: VIEW DECK VIEWER ILLUMINATED

Grade Level: 7-12

Author:

Price: $60.00

Publisher: Chronicle Guidance Vendor Catalog No.: 900 V Type: Kit

Light board that acts as storage box for use with "View Deck Cards" of occupations or colleges. This viewer is used with college information and occupational information published by Chronicle Guidance.

Title: VOCATIONAL BIBLIOGRAPHIES: NEW CAREERS FOR WOMEN / AND OTHERS

Grade Level: 7-9

Author:

Price: $190.30 Set (21 Vol's.)

Publisher: Vocational Bibliographies, Inc. / Vendor Catalog No.: 1973

Type: Booklets

TITLES INCLUDE:

L74 - 21 volume Career Library (B-C-D-	$190.30
E75 - 7 volume Subscription (1974-75)	$ 74.60
D74 - 7 volume 7-3-74	$ 74.60
C73 - 7 volumes 72-73	64.00
B72 - 7 volumes 71-72	$ 64.00
A71 - 7 volumes 70-71	$ 64.00

Spiral bound sets of case studies and interviews with women and others in all types of jobs ranging from non-skilled to highly skilled and educated. Interviews attempt to give honest picture of what the job is like. Issued periodically, subscription cost about $75.00 per year; may be ordered individually.

Title: VOCATIONS: MEDICAL CAREERS

Grade Level: 10-

Author:

Price: $150.00 Set/Records
$170.00 Set/Cassettes
Filmstrips/Records

Publisher: Aims 1971 Vendor Catalog No.: Type: Filmstrips/Cassettes

SETS INCLUDE:

Set 1: Nursing Services
Set 2: Medical Technicions
Set 3: Medical Aides
Set 4: Hospital Administrators
Set 5: Medical Therapists

Covers basic opportunities in health careers. Entire program includes 50 Filmstrips with Records or Cassettes, student handbooks and counselors manual.

Entire Program with Records $650.00; Entire Program with Cassettes $750.00

Title: WHAT TO EXPECT AT COLLEGE

Grade Level: 11-12

Author:

Price: $37.50 Filmstrips/Records
$41.50 Filmstrips/Cassettes
Filmstrips/Records

Publisher: Guidance Associates Vendor Catalog No.: 9B-100147 9B-100154 Type: Filmstrips/Cassettes

Students describe their own college expectations, misconceptions, adjustments; designed as a discussion starter among college bound students.

Title: WHAT YOU SHOULD KNOW BEFORE YOU GO TO WORK **Grade Level:** 10-12

Author: **Price:** $43.50 Filmstrips/Records
$48.50 Filmstrips/Cassettes
Filmstrips/Records

Publisher: Guidance Associates **Vendor Catalog No.:** 9M-106102
9B-106144 **Type:** Filmstrips/Cassettes

PART I: explains ways to begin narrowing career choices; discusses positive work attitudes; considers union membership in some areas. Shows how a young file clerk, nurses aide and airline cargo loader built fine careers from unskilled entry level jobs. PART II: offers advice on finding a job, job interviews; considers on the job "don'ts" such as taking extra time, failing to call in when absent, over socializing. Peer interviews stress ways to advance more rapidly in typical situations.

Title: WORKING IN A STORE **Grade Level:** 10-12

Author: **Price:** $2.25

Publisher: Fairchild 1972 **Vendor Catalog No.:** **Type:** Booklet

Helps student understand the functions performed by the store and the personnel need to sustain these activities. Also discusses attitudes, knowledge, and skills required in addition to problems encountered.

Title: THE WORLD OF COMMUNICATIONS-VISUAL MEDIA **Grade Level:** 10-12

Author: Hauenstein and Bachmeyer **Price:** $9.00 Teacher's Guide; $5.97 Textbook; $2.97 Manual

Publisher: McKnight Co. 1974 **Vendor Catalog No.:** 4101;4102;4103 **Type:** Textbook; Manual Teacher's Guide

Seven units are designed to stress the importance of communications and the understanding of its processes, help students develop their ability to express their ideas orally and in writing through activities and projects and offers career guidance and occupational information.

CONTENTS: Textbook, Activity Manual and Teacher's Guide. Complete package also includes Filmstrips, Tape Recordings and Transparencies.

Title: THE WORLD OF WORK **Grade Level:** Reading Level 10-12 / 4-5

Author: Koschnick, Kay **Price:** $1.25

Publisher: New Readers Press 1969 **Vendor Catalog No.:** 491 **Type:** Book

Tells where the jobs are and how to find them with detailed information on using the want ads, the state employment service and private employment agencies and the out of job interviewing. Also discusses good and bad work habits, pay check, time sheets, union membership, job training programs and jobs for special categories of workers: teens, adults and the handicapped.

Title: WORLD OF WORK SERIES - SETS I, II

Grade Level: 7-12

Author:

Price: $ 95.00 Set/Records
$110.00 Set/Cassettes

Publisher: McGraw-Hill 1967,1970 **Vendor Catalog No.:** see below **Type:** 6 Filmstrips/Records
6 Filmstrips/Cassettes

SET I #619249-0 Records; #101122-1 Cassettes; SET II #619260-1 Records; #102129-9 Cassettes. SET I: Qualifications and suggestions for entering some jobs that require little training are explained by workers. SET II: Additional workers comment on their jobs.

SET I INCLUDES:
TV Repairman
Gas Station Attendant
Hospital Workers
Vending Machine Routeman
Hairdresser
Office Workers

SET II INCLUDES:
Electrical Assembler
Construction Worker
Garment Worker
Restaurant Worker
Truck Driver
Retail Salesperson

Title: THE WORLD OF WORK I: ON THE JOB **Grade Level:** 7-12

Author: **Price:** $229.50

Publisher: Educational Resources 1969 **Vendor Catalog No.:** ERI 300A **Type:** 20 Cassettes/Student Record Books

Twenty tape cassettes to help with development of interpersonal skills in realistic job situations. Contains taped lessons, dramatizations and open-ended discussions.

Title: WORLD OF WORK II: GETTING A JOB **Grade Level:** 7-12

Author: **Price:** $131.00

Publisher: Educational Resources **Vendor Catalog No.:** ERI 301-A **Type:** 12 Tapes/Student Guides

Twelve tape cassettes teaching job acquisition skills. Involvement in and response to taped lessons and dramatic situations; open-ended discussion tapes.

AND INFORMATION

Title: THE WORLD OF WORK III: CROSS VOCATIONAL SKILLS / **Grade Level:** 9-12

Author: **Price:** $175.00

Publisher: Educational Resources, Inc.1973 **Vendor Catalog No.:** ERI 302 **Type:** Cassettes/Study Guides

Covers following areas: general sales and customer service for non-sales personnel, structure of a company telephone answering skills, handling trouble situations, billing and shipping, company rules, business vocabulary, etc. Contained on exposition tapes open-ended discussion tapes.

Title: WORLDS WITHIN WORLDS **Grade Level:** 7-9

Author: **Price:** $10.00

Publisher: Eastman Kodak Company 1970 **Vendor Catalog No.:** ED10-6B **Type:** Kit

CONTENTS: 78 Slides; 1 Phonotape; Brochure and Guide.
An introduction to career opportunities in professional and industrial photography.

Title: YOUR FIRST WEEK ON THE JOB

Grade Level: 7-12

Author:

Price: $37.50 Filmstrips/Records
$41.50 Filmstrips/Cassettes
Filmstrips/Records

Publisher: Guidance Associates 1972-73

Vendor Catalog No.: 9B-101988
9B 101996

Type: Filmstrips/Cassettes

Humorous dramatizations to reduce student's anxiety, increase their confidence, introduce them to key rules of thumb, common problems and ways of finding solutions. PART I includes priorities, office manners, and taking a phone call. PART II includes office grooming, taking a break, dealing with complaints.

Title: YOUR JOB AND YOUR FUTURE: BOOKS I AND II

Grade Level: 7-9

Author:

Price: $.99 Each

Publisher: McGraw-Hill 1968

Vendor Catalog No.: 07-047661-6 Book I
07-047662-4

Type: Booklet

Illustrated language arts workbooks specifically designed for educationally disadvantaged urban student. Offers instruction in practical skills within the context of job procurement.

Title: YOUR WORKING FUTURE: COMPUTER CAREERS **Grade Level:** 7-12

Author: Encyclopedia 1973 **Price:** $17.00

Publisher: Britannica Ed. Corp./**Vendor Catalog No.:** 6482K **Type:** Filmstrip/Cassette

Banking, Telephoning, Marketing - all these and many other businesses depend on the help of computers. The filmstrip describes computer related jobs in this order: processing and accounting department of a record manufacturer.

Title: YOUR WORKING FUTURE: COMMERCIAL ARTIST **Grade Level:** 7-12

Author: Encyclopedia **Price:** $17.00

Publisher: Britannica Ed. Corp. **Vendor Catalog No.:** 6479K **Type:** Filmstrips/Cassette

Hundreds of thousands of advertisements in magazines and newspapers, millions of attractive package displayed on store shelves, giant billboards, posters, and signs are all works of commercial art. Each artist is a specialist and this filmstrip follows the progress of an advertisement that has been ordered by a clothing manufacturer.

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Title: YOUR WORKING FUTURE: DENTAL HYGIENIST **Grade Level:** 7-12

Author: **Price:** $17.00

Publisher: Britannica Ed. Corp/ Encyclopedia 1974 **Vendor Catalog No.:** 6481K **Type:** Filmstrips/Cassette

With the improved standards of living has come a greater awareness of the need for regular health care. To meet the heavy demand for their services, many doctors and dentists employ people with special training to help them care for additional patients. This filmstrip shows the dental hygienist at work giving a preliminary examination of a patient.

FROM THE MCPS FILM LIBRARY . . . .

Title: F 5868 AMERICA AT RETAIL Grade Level: 10-12

Author: Victor Price:

Publisher: Kayfetz Productions Vendor Catalog No.: Type: 16MM

Discusses how to use effective displays and signs for point-of-purchase advertising, from the point of view of the purchaser, the retailer, and top management. 20 min-color.

Title: F 5086 APPLYING FOR A JOB Grade Level: 10-12

Author: Price:

Publisher: EBF 1971 Vendor Catalog No.: Type: 16MM Film

Explains how to apply for a job, how to dress for the interview, how to determine the suitability of a job, and how to benefit from specialized training. 13 min. Color.

Title: F 5331 ARCHITECTURAL CAREERS Grade Level: 10-12

Author: Price:

Publisher: Films Inc. 1971 Vendor Catalog No.: Type: 16MM Film

Various careers in the field of architecture are examined. 25 min. color.

Title: F 6215 THE BELLMAN Grade Level: 10-12

Author: Price:

Publisher: National Restaurant Association Vendor Catalog No.: Type: 16MM Film

Demonstrates the responsibilities of a bellman. 10 min., color.

Title: F 5398 CAREER EDUCATION

Grade Level: 7-12

Author:

Price:

Publisher: National Audiovisual Center 1972

Vendor Catalog No.:

Type: 16MM Film

Discusses the meaning and nature of career education, and stresses it's importance in an industrial society. Shows many models of career education under experiment. 25 min., color.

Title: F 5907 CAREER EDUCATION IN GEORGIA

Grade Level: Teacher Training

Author:

Price:

Publisher: State Department of Education Georgia

Vendor Catalog No.:

Type: 16MM Film

Discusses the nature and purpose of career education. Shows how students at different levels can be involved in various types of career education programs. 30 min., color.

Title: F 5649 CAREERS IN COSMETOLOGY Grade Level: 10-12

Author: _____ Price: _____

Publisher: Milady 1972 Vendor Catalog No.: _____ Type: 16MM Film

Explores the various job opportunities centered around beauty services. 16 min., color.

Title: F 6017 CAREERS IN FIREFIGHTING Grade Level: 7-12

Author: _____ Price: _____

Publisher: Oxford Films 1972 Vendor Catalog No.: _____ Type: 16MM Film

Explores the many disciplines which are required in order to provide fire protection. Covers fire inspection, investigation, rescue work and use of high speed digital computers in coordination of personnel, equipment and fire locations. 13 min., color.

Title: F 5734 THE CHOICE IS YOURS Grade Level: 7-12

Author: Price:

Publisher: ACI 1972 Vendor Catalog No.: Type: 16MM Film

Presents the field of vocational occupations as an alternative to college for young people. 13 min., color.

Title: F 6000 CHOOSING A JOB Grade Level: 7-12

Author: Price:

Publisher: Encyclopedia Britannica 1971 Vendor Catalog No.: Type: 16MM Film

Explains how to choose a suitable job and how to benefit from trainee programs. 12 min., color.

Title: F 5518 CODE BLUE Grade Level: 10-12

Author: Price:

Publisher: National Audiovisual Center 1970 Vendor Catalog No.: Type: 16MM Film

Motivates Black and other minority groups to consider a career in medicine or allied health occupations. Shows young Black people and Chianos discussing the need for minority representation in health manpower. 27 min., color.

Title: F 5786 COOKS, CHEFS, AND RELATED OCCUPATIONS Grade Level: 7-12

Author: Price:

Publisher: Sterling 1970 Vendor Catalog No.: Type: 16MM Film

Describes the various jobs and job duties that exist in the field of food preparation. Points out that job sites include trains, planes, ships, restaurants, schools, hospitals, etc. 7 min., color.

Title: F 5329 COSMETIC INDUSTRY CAREERS Grade Level: 10-12

Author: Price:

Publisher: Films, Inc. 1971 Vendor Catalog No.: Type: 16MM Film

Discusses the variety of careers available in the cosmetic industry, including that of cosmetician. 15 min., color.

Title: F 6041 ENGLISH ON THE JOB: LISTENING AND SPEAKING SKILLS Grade Level: 10-12

Author: Price:

Publisher: Coronet 1972 Vendor Catalog No.: Type: 16MM Film

Workers at a service station, construction site, and a restaurant illustrate how listening and speaking skills are vital for getting and holding a job. 14 min., color.

Title: F 5863 ENGLISH ON THE JOB: READING SKILLS Grade Level: 10-12

Author: Price:

Publisher: Coronet 1972 Vendor Catalog No.: Type: 16MM Film

Shows how to increase job skills by improving reading skills. Discusses the importance of skimming, finding key words and phrases, evaluating, summarizing, and finding the meaning of unfamiliar words. 14 min., color.

Title: F 6214 THE FRONT DESK Grade Level: 10-12

Author: Price:

Publisher: National Restaurant Association 1972 Vendor Catalog No.: Type: 16MM Film

A vocational guidance film on the hotel and motel industry. Demonstrates the responsibility of a person who deals with guests at the front desk in hotels, motels, etc. Includes instructions on how to handle guest complaints and requests for service. 10 min., color.

Title: F 2153 GENERAL FOREMAN Grade Level: 10-12

Author: Price:

Publisher: McGraw-Hill 1958 Vendor Catalog No.: Type: 16MM Film

Dramatized incidents show how a general foreman who is subject to pressures from above and from the men under him is placed in a conflicting double role. 30 min., B&W.

Title: F 5330 GENERAL INSURANCE CAREERS Grade Level: 10-12

Author: Price:

Publisher: Films, Inc. 1971 Vendor Catalog No.: Type: 16MM Film

Discusses the various careers in the general insurance field, including that of salesman, underwriter, claims adjuster and insurance field man. 15 min., color.

Title: F 5916 GETTING A JOB IS A JOB

Author: _____ Grade Level: 10-12

Publisher: Dibie-Dash Prod. 1967 Vendor Catalog No.: _____ Price: _____ Type: 16MM Film

Follows two young people as they seek employment, pointing out the correct procedures for getting a job. 17 min., color.

Title: F 4642 GOING PLACES

Author: _____ Grade Level: 7-12

Publisher: Cahil 1966 Vendor Catalog No.: _____ Price: _____ Type: 16MM Film

Describes how and why the groundwork for ones first job is laid in school. Explains how schools aid in the development of self-knowledge and can be fun when the student participates. 8 min., color.

Title: F 2910 GOODWILL AMBASSADORS Grade Level: 7-12

Author: Price:

Publisher: MLA Vendor Catalog No.: Type: 16MM Film

Discusses the concept of personalized service as the cause of customer loyalty and continuing patronage. 6 min., color.

Title: F 5694 THE HABIT OF WINNING Grade Level: 7-12

Author: Price:

Publisher: Vendor Catalog No.: Type: 16MM Film

Presents interviews with former members of Vince Lombardi's Green Bay Packers who are now successful in business to show how attitude makes a difference. 26 min., color.

Title: F 5840 HELICOPTER HELPERS **Grade Level:** 1-6

Author: **Price:**

Publisher: BFA 1969 **Vendor Catalog No.:** **Type:** 16MM Film

Shows helicopters as a unique method of transportation, being used to carry people over traffic and cities, to locate lost people in remote inaccessible areas, and to rescue people at sea. 11 min., color.

Title: F 6018 HOSPITAL CAREERS **Grade Level:** 7-12

Author: **Price:**

Publisher: Oxford Films 1972 **Vendor Catalog No.:** **Type:** 16MM Film

Explores work opportunities within the hospital, showing the skill, dedication and teamwork of doctor, nurses, medical technologists, physical therapists, orderlies, and workers in various support services. 13 min., color.

Title: F 4638 IF YOU'RE READY **Grade Level:** 7-12

Author: McDonnell **Price:**

Publisher: Douglas 1967 **Vendor Catalog No.:** **Type:** 16MM Film

Illustrates the importance of education in the business world and explains that courses offered by schools are vital factors in securing worthwhile employment after graduation. 13 min., color.

Title: F 5335 IS A CAREER AS A TECHNICIAN FOR WORK? **Grade Level:** 7-12

Author: **Price:**

Publisher: AIMS 1971 **Vendor Catalog No.:** **Type:** 16MM Film

Describes the occupation of a technician, and shows the opportunities available in the field. Explains necessary qualifications and training required for a technician. 14 min., color.

Title: F 5779 IS A CAREER IN FINANCE, INSURANCE OR / REAL ESTATE FOR YOU? Grade Level: 7-12

Author: Price:

Publisher: AIMS 1972 Vendor Catalog No.: Type: 16MM Film

Stresses similarities in the basic nature of occupations in the field of finance, insurance and real estate. Discusses job opportunities in these three areas. 14 min., color.

Title: F 5777 IS A CAREER IN HEALTH SERVICES FOR YOU? Grade Level: 7-12

Author: Price:

Publisher: AIMS 1971 Vendor Catalog No.: Type: 16MM Film

Views health service careers; portrays the nature of the work and presents the great variety of health related occupations that are available. 14 min., color.

Title: F 5336 IS A CAREER IN MACHINING FOR YOU? Grade Level: 7-12

Author: Price:

Publisher: AIMS 1971 Vendor Catalog No.: Type: 16MM Film

Describes the career of machinist, and the opportunities available in this field. Discusses the aptitudes, qualifications and training necessary for this occupation. 15 min., color.

Title: F 5776 IS A CAREER IN RADIO OR TELEVISION FOR / YOU? Grade Level: 7-12

Author: Price:

Publisher: AIMS 1972 Vendor Catalog No.: Type: 16MM Film

Surveys job opportunities in the field of broadcasting. 15 min., color.

BUSINESS FOR YOU?

Title: F 5778 IS A CAREER IN THE HOTEL OR MOTEL / **Grade Level:** 7-12

Author: _____ **Price:** _____

Publisher: AIMS 1972 **Vendor Catalog No.:** _____ **Type:** 16MM Film

Describes the various types of jobs available in the lodging industry. Discusses the skills and qualifications needed to operate hotels and motels. 16 min., color.

FOR YOU?

Title: F 5337 IS A CAREER IN THE SERVICE INDUSTRIES / **Grade Level:** 7-12

Author: _____ **Price:** _____

Publisher: AIMS 1971 **Vendor Catalog No.:** _____ **Type:** 16MM Film

Describes the career opportunities in service industries, and discusses the aptitudes and temperament necessary for this kind of occupation. 15 min., color.

Title: F 5338 IS A SALES CAREER FOR YOU? Grade Level: 7-12

Author: Price:

Publisher: AIMS 1971 Vendor Catalog No.: Type: 16MM Film

Describes the nature of a sales career, and discusses the temperament and aptitudes, education and training necessary for this occupation. 15 min., color.

Title: F 5784 JOBS IN SMALL AND MAJOR ELECTRONIC / APPLIANCE REPAIR. Grade Level: 7-12

Author: Price:

Publisher: Sterling 1970 Vendor Catalog No.: Type: 16MM Film

Depicts the various types of jobs and work situations that exist in the field of small and major electronic appliance repair. 7 min., color.

Title: F 5787 JOBS IN THE AUTOMOTIVE TRADES Grade Level: 7-12

Author: Price:

Publisher: Sterling 1970 Vendor Catalog No.: Type: 16MM Film

Presents a variety of jobs available in the automotive trade, and describes the job duties as the work is performed. 10 min., color.

Title: F 5878 JOBS IN THE CITY: MANUFACTURING Grade Level: 1-12

Author: Price:

Publisher: Centron 1972 Vendor Catalog No.: Type: 16MM Film

Examines occupations in the field of manufacturing which are found in the inner city. Focuses on assembly line and mass production, and shows various manufactory plants. 11 min., color.

Title: F 5876 JOBS IN THE CITY: MASS MEDIA Grade Level: 1-12

Author: Price:

Publisher: Centron 1972 Vendor Catalog No.: Type: 16MM Film

Examines various occupations in the mass media: newspapers, radio, and TV including reporter, proofreader, commentator, pressman, typesetter, and engineer. 11 min., color.

Title: F 5877 JOBS IN THE CITY: SERVICES Grade Level: 1-12

Author: Price:

Publisher: Centron 1972 Vendor Catalog No.: Type: 16MM Film

Examines various service occupations such as bus drivers, bowling alley employees, repairmen, service station operators, and laundry and dry cleaning employees. 11 min., color.

Title: F 5696 JOBS IN THE CITY: WOMEN AT WORK Grade Level: 7-12

Author: Price:

Publisher: Centron 1972 Vendor Catalog No.: Type: 16MM Film

Surveys job opportunities for women. 11 min., color.

Title: F 6020 JOBS IN THE WORLD OF WORK: A GOOD PLACE TO BE. Grade Level: 7-12

Author: Price:

Publisher: McGraw-Hill 1969 Vendor Catalog No.: Type: 16MM Film

Uses dramatized situations to discuss the world of work. 12 min., color.

Title: F 5914 KEEPING YOUR JOB IS WORK Grade Level:

Author: Price:

Publisher: Dibie-Dash Prod. 1971 Vendor Catalog No.: Type: 16MM Film

Emphasizing the importance of meeting responsibilities of a job. Presents several job situations pointing out the need for reliability, dependability, promptness, cooperation and initiative from an employee. 12 min., color.

Title: F 6141 THE LONG HAUL MEN Grade Level: 7-12

Author: Price:

Publisher: ACI Films 196? Vendor Catalog No.: Type: 16MM Film

Documents the experiences of a two man driving team freighting procedure from Mexico to the Canadian border in order to illustrate the vocation of truck driving. 17 min., color.

Title: F 6212 THE MAID: CLEANING THE BATHROOM Grade Level: 10-12

Author: Price:

Publisher: National Restaurant Association 1972 Vendor Catalog No.: Type: 16MM Film

A vocational guidance film on the hotel and motel industry. Demonstrates proper procedures for cleaning the bathroom. 10 min., color.

Title: F 6213 THE MAID: MAKING UP THE ROOM Grade Level: 10-12

Author: Price:

Publisher: National Restaurant Association Vendor Catalog No.: Type: 16MM Film

A vocational guidance film on the hotel and motel industry. Demonstrates the responsibilities of a maid making up and cleaning a room. 10 min., color.

Title: F 0082 THE MAILMAN Grade Level: 1-3

Author: Price:

Publisher: EBF 1964 Vendor Catalog No.: Type: 16MM Film

Depicts the responsibilities of mailmen by following a city mailman and a rural carrier on their daily routes. To give students an understanding of the vast transportation network, the film traces a letter sent from California to Pennsylvania. 11 min., color.

Title: F 5790 MAKING IT IN THE WORLD OF WORK Grade Level: 7-12

Author: Price:

Publisher: Film Fair 1972 Vendor Catalog No.: Type: 16MM Film

Discusses the importance of life-style goals in choosing a compatible career. Includes discussions with young workers in nine different occupations. 25 min., color.

Title: F 5328 MARKETING CAREERS Grade Level: 10-12

Author: Price:

Publisher: Films, Inc. 1971 Vendor Catalog No.: Type: 16MM Film

Discusses career opportunities in marketing and describes various kinds of work involved in this field. 25 min., color.

Title: F 5444 MR. BUSBOY Grade Level: 10-12

Author: Price:

Publisher: National Education Media 1969 Vendor Catalog No.: Type: 16MM Film

Discusses the duties of a busboy and show how he can become an important member of the food service team. 8 min., color.

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Title: F 5446 MR. DISH MACHINE OPERATOR Grade Level: 10-12

Author: Price:

Publisher: National Education Media 1969 Vendor Catalog No.: Type: 16MM Film

Explains the operation of dishwashing machine and shows the correct way to load and unload them. 8 min., color.

Title: F 5327 MODELING CAREERS Grade Level: 10-12

Author: Price:

Publisher: Films, Inc. 1971 Vendor Catalog No.: Type: 16MM Film

Discusses the qualification and training necessary for a career in fashion modeling, and the opportunities available in this field. 15 min., color.

Title: F 5915 NEW HORIZONS IN VOCATIONS Grade Level: 10-12

Author: Price:

Publisher: Dibie-Dasl Prod. 1966 Vendor Catalog No.: Type: 16MM Film

Follows three youths as they investigate vocations that require less than a college education, pointing out the importance of choosing an occupation intelligently. 20 min., color.

Title: F 6019 NEWSPAPER LAYOUT Grade Level: 7-12

Author: Price:

Publisher: Oxford Films 1972 Vendor Catalog No.: Type: 16MM Film

Presents the four fundamental principles of good newspaper layout: balance, effective use of white space, accent on hot spots and elimination of ornamentation. 13 min., color.

Title: F 1069 NOT BY CHANCE Grade Level: 10-12

Author: Price:

Publisher: Agrafilms 1957 Vendor Catalog No.: Type: 16MM Film

This gives the public a better understanding of the special preparation a good teacher must have. The film encourages able young people to prepare for teaching, and encourages adequate financial support for institutions engaged in teaching. 20 min., color.

Title: F 2908 NOTHING BUT LOOKERS Grade Level: 7-12

Author: Price:

Publisher: MLA Vendor Catalog No.: Type: 16MM Film

Emphasizes the positive effects of a helpful, cooperative person to person relationship with the customer and shows how customer wants can be satisfied from available stock. 7 min., color.

Title: F 6034 OFFICE PRACTICE: MANNERS AND CUSTOMS **Grade Level:** 10-12

Author: **Price:**

Publisher: Coronet 1972 **Vendor Catalog No.:** **Type:** 16MM Film

Provides an introduction to the manners and customs of office work, including reception of visitors, telephone courtesy and forms of address for co-workers. 14 min., color.

Title: F 6035 OFFICE PRACTICE: WORKING WITH OTHERS **Grade Level:** 10-12

Author: **Price:**

Publisher: Coronet 1972 **Vendor Catalog No.:** **Type:** 16MM Film

Fosters an awareness of the importance of human relations in office work through appropriate behavior and language. 14 min., color.

Title: F 6036 OFFICE PRACTICE: YOUR ATTITUDE **Grade Level:** 10-12

Author: **Price:**

Publisher: Coronet 1972 **Vendor Catalog No.:** **Type:** 16MM Film

Shows how personal attitudes are reflected by the way in which people talk and listen, and through their personal grooming. 11 min., color.

Title: F 5762 OPTHALMIC CAREERS Grade Level: 7-12

Author: Price:

Publisher: Films, Inc. 1969 Vendor Catalog No.: Type: 16MM Film

Discusses the career possibilities in the fields of optometry and ophthalmology 37 min., color.

Title: F 5785 OPPORTUNITIES IN WELDING Grade Level: 7-12

Author: Price:

Publisher: Sterling 1970 Vendor Catalog No.: Type: 16MM Film

Describes job sites and opportunities in welding. Shows welding in shops, shipyards, airports, and on a construction site. 7 min., color.

Title: F 5702 PATHWAY TO CRAFTMANSHIP Grade Level: 7-12

Author: Great Plains National Instructional Price:

Publisher: TV Library Vendor Catalog No.: Type: 16MM Film

An apprenticeship training program in the building construction industry. 20 min., color.

Title: F 5579 PEOPLE WHO FIX THINGS Grade Level: 10-12

Author: Price:

Publisher: Churchill 1972 Vendor Catalog No.: Type: 16MM Film

Discusses how people find satisfaction in different kinds of work: showing a repairman restoring a tuba, a mechanic fixing a small plane engine, and a tree surgeon administering to a sick tree. 20 min., color.

Title: F 5697 PEOPLE WHO MAKE THINGS Grade Level: 10-12

Author: Price:

Publisher: Churchill 1970 Vendor Catalog No.: Type: 16MM Film

Points out the value of vocational education by showing the creative achievements of three persons in woodworking, baking, and automotive work. 22 min., color.

Title: F 6002 RESCUE SQUAD Grade Level: 7-12

Author: Price:

Publisher: Encyclopedia Britannica 1971 Vendor Catalog No.: Type: 16MM Film

Describes the danger, excitement, and responsibility of a large city rescue team. Shows the squad as it is called to a fire and to assist in health emergencies. 14 min., color.

Title: F 6216 ROOM SERVICE Grade Level: 10-12

Author: Price:

Publisher: National Restaurant Association Vendor Catalog No.: Type: 16MM Film

A vocational guidance film on the hotel and motel industry. Discusses the room service duties of a waiter and order taker. Explains manners for entering the guest's room, taking an order, and serving guests. 10 min., color.

Title: F 2909 THE SALES BUILDING ROLE Grade Level: 7-12

Author: Price:

Publisher: MLA Vendor Catalog No.: Type: 16MM Film

Depicts how to satisfy the customers wants in both quanity and quality. Shows how sales and service can be increased through intelligent and appropriate suggestions or additional or higher-priced merchandise. 6 min., color.

Title: F 2886 SALESMANSHIP CAREER OPPORTUNITIES Grade Level: 7-12

Author: Price:

Publisher: MLA Vendor Catalog No.: Type: 16MM Film

Presents vocational opportunities available in a sales career. Discusses qualifications, techniques, compensation methods, training and sales tools in the career. Shows the importance of salesmanship in the marketing and industrial complex. 15 min., color.

Title: F 5822 THE SECRETARY: A NORMAL DAY-Second Edition Grade Level: 10-12

Author: Price:

Publisher: Coronet 1966 Vendor Catalog No.: Type: 16MM Film

Follows a secretary through a normal day in a modern office, emphasizing the personal qualities of self-direction, tact, willingness to learn, judgement and enthusiasm needed to be a successful secretary. 11 min., color.

Title: F 5823 THE SECRETARY: TAKING DICTATION, 2nd. Ed. Grade Level: 10-12

Author: _____ Price: _____

Publisher: Coronet 1966 Vendor Catalog No.: _____ Type: 16MM Film

Demonstrates approved techniques of taking dictation and performing other assignments. 11 min., color.

Title: F 5550 THE STORY OF A FOREIGN CORRESPONDENT Grade Level: 10-12

Author: _____ Price: _____

Publisher: Sterling 1963 Vendor Catalog No.: _____ Type: 16MM Film

Describes the working life of a foreign correspondent, and points out qualifications necessary to be a correspondent. 25 min., B&W.

Title: F 5521 TAKE A LETTER . . . FROM A TO Z Grade Level: 10-12

Author: Price:

Publisher: McGraw-Hill 1967 Vendor Catalog No.: Type: 16MM Film

Portrays the variety of career opportunities available in the secretarial profession. 15 min., color.

Title: F 6217 TELEPHONE MANNERS Grade Level: 10-12

Author: Price:

Publisher: National Restaurant Association 1972 Vendor Catalog No.: Type: 16MM Film

A vocational guidance film on the hotel and motel industry. Discusses the proper techniques for answering the telephone, taking messages, and transferring and placing calls. 10 min., color.

Title: F 5326 TEXTILE AND INDUSTRY CAREERS Grade Level: 10-12

Author: Price:

Publisher: Films, Inc. 1971 Vendor Catalog No.: Type: 16MM Film

Describes various types of work involved in textile industry, and the variety of careers available in this field. 15 min., color.

Title: F 5695 TODAY'S NEWSPAPER Grade Level: 7-12

Author: Price:

Publisher: Oxford Films 1972 Vendor Catalog No.: Type: 16MM Film

Describes the various activities which are involved in the production and circulation of a daily newspaper, such as advertising, writing editorials, photography, art, printing, etc. 22 min., color.

Title: F 5839 THE WEATHERMAN: A COMMUNITY HELPER **Grade Level:** 1-6

Author: **Price:**

Publisher: BFA 1970 **Vendor Catalog No.:** **Type:** 16MM Film

Describes the work of a meteorologist, noting that he uses special instruments and knowledge to measure and record weather from all parts of the world. 10 min., color.

Title: F 5841 THE WEATHERMAN: A SCIENTIST **Grade Level:** 1-6

Author: **Price:**

Publisher: BFA 1970 **Vendor Catalog No.:** **Type:** 16MM Film

Describes the special training required for weather forecasting, and shows how weathermen gather data from all over the world to prepare weather maps that help them forecast weather changes. 11 min., color.

Title: F 4597 WHAT DO FATHERS DO? Grade Level: 1-3

Author: Price:

Publisher: Churchill Films 1958 Vendor Catalog No.: Type: 16MM Film

A boy learns about the specialized work that men do and accompanies his father on a construction job. Points out how the father's income is used for family expenses. 11 min., color.

Title: F 6001 WHY NOT ACCOUNTING? Grade Level: 7-12

Author: Price:

Publisher: Encyclopedia Britannica 1971 Vendor Catalog No.: Type: 16MM Film

Answers questions about the nature of the profession of accounting. Attempts to inspire in qualified students an interest in choosing this profession. 15 min., color.

Title: F 4711 YOUR JOB: APPLYING FOR IT Grade Level: 10-12

Author: Price:

Publisher: Coronet 1968 Vendor Catalog No.: Type: 16MM Film

Uses interviews with workers of varying ages and educations to demonstrate the procedures for applying for a job and securing it. 16 min., color.

Title: F 4714 YOUR JOB: FINDING THE RIGHT ONE Grade Level: 10-12

Author: Price:

Publisher: Coronet 1968 Vendor Catalog No.: Type: 16MM Film

Young people of various backgrounds demonstrate methods for locating jobs that are suited to their abilities and needs. 16 min., color.

Title: F 4712 YOUR JOB: FITTING IN Grade Level: 10-12

Author: Price:

Publisher: Coronet 1968 Vendor Catalog No.: Type: 16MM Film

Illustrates the importance for new employees to understand the various rules and customs that various companies have. 16 min., color.

Title: F 4714 YOUR JOB: GOOD WORKING HABITS Grade Level: 10-12

Author: Price:

Publisher: Coronet 1968 Vendor Catalog No.: Type: 16MM Film

A pair of young workers demonstrate how good work habits may lead to satisfaction, a promotion or a raise. 16 min., color.

Title: F 4715 YOUR JOB: GETTING AHEAD **Grade Level:** 10-12

Author: **Price:**

Publisher: Coronet 1968 **Vendor Catalog No.:** **Type:** 16MM Film

Provides tips from experienced workers on ways to get ahead, in terms of wages, and better job opportunities. 16 min., color.

Title: F 4714 YOUR JOB: YOU AND YOUR BOSS **Grade Level:** 10-12

Author: **Price:**

Publisher: Coronet 1968 **Vendor Catalog No.:** **Type:** 16MM Film

Uses various types of worker-supervisor situations to explain the importance of accepting the authority of an immediate supervisor, and ways of working with him. 16 min., color.

Title: F 2907 YOU'VE SOLD ME, MRS. MARLOWE **Grade Level:** 7-12

Author: **Price:**

Publisher: MLA 1965 **Vendor Cataiog No.:** **Type:** 16MM Film

Presents examples of successful and unsuccessful selling approaches. Emphasizes the importance of making the most of each contact with a customer. 8 min., color.

PROFESSIONAL RESOURSES FROM THE EDUCATIONAL MATERIALS LABORATORY. . . .

THE FOLLOWING MATERIALS ARE AVAILABLE FOR LOAN FROM THE EDUCATIONAL MATERIALS LABORATORY. THE CALL NUMBERS TO THE LEFT OF EACH ENTRY REFER TO THE EDUCATIONAL MATERIALS LABORATORY COLLECTION.

371.425 AME — American Vocational Association. AVA Task Force on Career Education. American Vocational Association, 1972.

371.425 AME — American Vocational Association. The Individual and His Education. American Vocational Association, 1972.

016.33702 AME — American Vocational Association. Career Information: Business and Office Occupations. American Vocational Association, 1970.

016.33702 AME — American Vocational Association. Career Information: Marketing and Distribution. American Vocational Association, 1970.

371.425 AME — American Vocational Association. The Role of Postsecondary Occupational Education. American Vocational Association, 1972.

371.425 ANT — Antonellis, Gerald P. Cross Discipline Planning. Olympus Publishers, 1973.

371.425 BAI — Bailey, Larry J. Career Education: New Approaches to Human Development. McKnight Publishers, 1973.

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016.371425 BAI — Bailey, Larry J. Facilitating Career Development: An Annotated Bibliography. Board of Vocational Education and Rehabilitation, State of Illinois, 1970.

371.425 BOR — Borow, Henry. Career Guidance for a New Age. Houghton, 1973.

373.246 BUT — Butler, F. Colt. Instructional Systems Development for Vocational and Technical Training. Educational Technology Publication, 1972.

371.425 CAR — Career Education: A Guide for School Administrators. American Association of School Administrators, n.d.

371.425 CAR — Career Education: A Handbook for Implementation. U.S. Government Printing Office, 1972.

372.1425 CAR — Career Education and the Elementary School Teacher. Olympus Publishing Co., 1973.

371.425 CAR — Career Education: Current Trends in School Policies and Programs. National School Public Relations Association, 1974.

371.425 CAR — Career Education Guide, K-14. Lakeshore Technical Institute, Wisconsin, 1972.

- Continued -

371.425 CAR — Career Education Resource Guide. General Learning Corporation, 1972.

373.246 CAR — Career Education, What It Is and How To Do It. Olympus, 1972.

371.4 CAR — Career Guidance: A Handbook of Methods. Merrill, 1973.

640.23 CHA — Channels, Vera G. Career Education in Home Economics. Interstate Printers and Publishers, Inc., 1973.

371.425 DAR — Darcy, Robert L. Manpower and Economic Education: A Personal and Social Approach to Career Education. Love Publ. Co., 1973

371.425 DAV — Davenport, Lawrence. Minorities and Career Education. ECCA Publ., 1973.

CG MCPS — Division of Career Programs. Interim Report On Career Preparation. Montgomery County Public Schools, 1971.

016.371425 DRI — Drier, Harry N. Career Development Resources: A Guide To Audiovisual and Printed Material for Grades K-12. C. A. Jones, 1973.

- Continued -

371.425 DRI — Drier, Harry N. K-12 Guide for Integrating Career Development Into Local Curriculum. C. A. Jones, 1972

371.425 DUN — Dunn, Charleta J. World of Work: Occupational-Vocational Guidance in The Elementary Grades; A Handbook for Teachers and Counselors. Leslie Press, 1971.

373.246 EAD — Eaddy, K. M. An Exemplary Model for a Total Ecological Approach to Non-Graded Vocational Programs in Separate Education Centers. Florida Vocational Programs Research Coordinating Units, 1971.

REF 331.702 ENC — Encyclopedia of Careers and Vocational Guidance. Doubleday, 1972.

371.425 EVA — Evans, Rupert N. Career Education in The Middle/Junior High School. Olympus Publ. Co., 1973.

FILMSTRIP 331.7 FAT — Fathers Work. IFC, 1968.

372.142 GIB — Gibson, Robert L. Career Development in The Elementary School. Merrill, 1972.

- Continued -

210

331.702 GIN — Ginzberg, Eli. Career Guidance: Who Needs It, Who Provides It, Who Can Improve It. McGraw, 1971.

371.425 GOL — Goldhammer, Keith. Career Education: Perspective and Promise. Merrill, 1972.

371.425 GUI — A Guide for Occupational Orientation- - -"The World of Work", Grades 5-7. Pharr-San Juan-Alamo Independent School District, Texas, n.d.

371.425 GYS — Gysbers, Norman C. Career Guidance: Practice and Perspectives. Jones, 1973.

371.425 HER — Herr, Edwin L. Vocational Guidance and Career Development in The Schools: Toward a Systems Approach. Houghton-Mifflin, 1972.

371.425 HOW — Howard County, Maryland. Career Development Resource Guide, 6-8. Howard County Board of Education, n.d.

371.425 HOY — Hoyt, Kenneth B. High School Curriculum Guide. (Career Education Monograph Number 4) North Carolina State University, 1973.

- Continued -

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371.425 ILL — Northern Illinois University, De Kalb. For Those Developing World of Work Resource Units for Elementary School Teachers. n.d.

371.425 ISA — Isaacson, Lee E. Career Information In Counseling and Teaching. 2nd ed. Allyn, 1971.

371.425 ISE — Isenbe g, Robert M. Involving the Community in Career Education. (Career Education Monograph Number 9) North Carolina State University, 1973.

371.425 KEL — Keller, Louise J. Career Education In-Service Training Guide. General Learning Corporation, 1972.

371.425 LAW — Laws, Lee. Elementary Guide for Career Development, Grades 1-6. Education Service Center, 1970.

331.702 LEE — Lee, Jasper S. Occupational Orientation: An Introduction to The World of Work. Mississippi State University, 1971.

371.425 MCC — McClure, Larry. Essays on Career Education. Northwest Regional Educational Laboratory, n.d.

371.425 MCG — McGinley, Gerry P. World of Work: Career Awareness Development for The Elementary Grades. Nevada University, 1972.

212

371.4 MAN — Managing Career Education Programs. Prentice Hall, 1973.

373.1425 MAS — Mason, Ralph E. Cooperative Occupational Education and Work Experience in the Curriculum. Interstate, 1965.

331.702 MAS — Massachusetts Personnel and Guidance Association. A Workshop On Career Development as a Lifelong Process, October 29, 1971.

371.623 MEC — Meckley, Richard F. Planning Facilities for Occupational Education Programs. Merrill, 1972.

375.371425 MOB — Moberly, Missouri Public Schools. Revised Elementary Guide for Career Development. 1972.

371.425 MOU — Mount Pleasant, Michigan. Public Schools. World of Work: Working Draft of a Resource Guide for Career Education, Grades 1-6. 1972-3.

371.425 MUR — Murphy, Patricia. Teaching for Employability. Home Economics Education Association, n.d.

371.425 NAT — National Assessment of Educational Progress. Objectives for Career and Occupational Development. 1971.

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371.425 NAT — National Association of Secondary School Principals. American Youth in the Mid-Seventies: Conference Report. 1972.

373.246 NAT — National Institute on Exemplary Projects in Vocational Education. Report: Nevada State Board of Vocational Education. 1971.

373.246 NAT — National Workshop on Comprehensive Vocational Personnel Development and Utilization. Comprehensive Vocational Education Personnel Development and Utilization. Government Printing Office, 1972.

371.425 NEW — New Jersey. State Department of Education. The World of Work: Increasing the Vocational Awareness of Elementary School Children. 1969.

371.425 NOR — Norris, Willa. Occupational Information in the Elementary School. Science Research Association, 1963.

331.702 OCC — Occupational Choice: An Approach to a General Theory. Columbia University Press, 1951.

371.425 OCC — Occupational Information Materials Project. Occupational Information Via T.V. Atlanta Public Schools, 1970.

- Continued -

371.425 OLS — Olson, LeVene A. Career Awareness Education: Introduction, Instructional Resource Units, and Annotated Bibliography. Marshall University, n.d.

373.246 PHI — Phillips, Donald S. EPDA 553: A One Year Follow-up Evaluation of a Training Program for Vocational and Technical Education Administrators. Oklahoma State Department of Vocational & Technical Ed., 1972.

371.425 RES — Ressler, Ralph. Career Education: The New Frontier. Jones, 1973.

371.425 RHO — Rhodes, James A. Vocational Education and Guidance: A System for the Seventies. Merrill, 1970.

371.425 RYA — Ryan, Charles W. Career Development Guide for the Elementary School: A Guidebook for Teachers and Guidance Counselors. Department of Education, State of Maine, n.d.

371.425 RYA — Ryan, Charles W. Career Education Program, Volume I, Kindergarten through Grade 6. Houghton, 1973.

371.425 SAL — Saltzman, Glenn A. Career Education Program, Volume II, Grades 7 through 9. Houghton, 1973.

- Continued -

371.425 SCH — Scherer, R. T. Middle School Curriculum Guide. (Career Education Monograph Number 3) North Carolina State University, 1973.

371.425 SCH — Schrieber, Robert W. Elementary School Curriculum Guide. (Career Education Monograph Number 2) North Carolina State University, 1973.

016.3317 SCH — Schuman, Patricia. Materials for Occupational Education: An Annotated Source Guide. Bowker, 1971.

371.425 SHO — Shook, Mollie W. A Manual for the Implementation and Administration of Career Education Programs. (Career Education Monograph Number 1) North Carolina State University, 1973.

371.425 SMI — Smith, George. Problems in the Organization and Administration of Career Education Programs. Oregon School Study Council, 1972.

371.425 STE — Stevenson, John B. An Introduction to Career Education. Jones, 1973.

371.425 SWA — Swanson, Gordon I. Professional Development. (Career Education Monograph Number 8) North Carolina State University, 1973.

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371.425 TEN — Tennyson, W. Wesley. The Teacher's Role in Career Development. National Vocational Guidance Association, 1965.

371.425 TEX — Texas. University at Austin, The Preparation of Occupational Instructors. Government Printing Office, 1966.

371.425 UNI — U.S. Office of Education. Abstracts of Exemplary Projects in Vocational Education. 1971

371.425 UNI — U.S. Office of Education. Working Papers on Career Education, 1971.

371.425 VOC — Vocational Development in the Elementary School. New York State Education Department. 1970.

371.425 WER — Wernick, Walter. Teaching for Career Development in the Elementary School. C. A. Jones, 1973.

373.1425 WIL — Willingham, Warren W. Career Guidance in Secondary Education. College Entrance Examination Board, 1972.

371.425 WYS — Wysong, H. Eugene. Career Education Program, Volume III, Grades 10-12. Houghton, n.d.

GOVERNMENT PAMPHLETS . . . .

The federal government is an excellent source of inexpensive information applicable to career education. Many departments and agencies publish materials relative to occupations and careers within their realm. To obtain listings of these materials write to the agencies directly or to:

Superintendent of Documents
U. S. Government Printing Office
Washington, D. C. 20402

Additionally, the U. S. Department of Labor publishes series of inexpensive career leaflets in the following fields: Biology, English, Foreign Languages, Liberal Arts, Mathematics, Office Jobs, Outdoor Jobs, Repairman or Mechanic, Science, and Social Science. There are many career leaflets published for each of the above broad classifications. For further information and current listings write to:

Bureau of Labor Statistics
U. S. Department of Labor
Washington, D. C. 20212